

هكذا صحت القبول

FINANCIAL TIMES

EUROPE'S BUSINESS NEWSPAPER

No. 29,257

Monday February 27 1984

D. 8523 B

Why McGrath shut the door on a U.S. steel merger, Page 15

Table with exchange rates for various currencies including Sterling, Deutsche Mark, Swiss Franc, etc.

NEWS SUMMARY

GENERAL

S. Africa may ease apartheid laws

South Africa's Government has accepted in principle a recommendation that it will ease apartheid, its policy of racial discrimination, by opening defined central business districts for trading to members of all racial groups.

BUSINESS

Orders up in West Germany and UK

WEST GERMAN industrialists are more optimistic about business prospects in the coming months, and report improved orders, as do UK companies in a Confederation of British Industry survey Page 16

Iran-Iraq war claims

Iran and Iraq have, as usual, issued different versions of what has happened in Iran's latest major attack. Iran says its new attack has wiped out much of Iraq's 19th Infantry division, killing 7,000 Iraqis. Iraq says it has repelled the latest Iranian attack, and that more than 14,500 enemy troops had been killed in five days.

Swapo breach claim

South African and Angolan officials have been meeting to discuss Pretoria complaints that Swapo guerrillas have broken the ceasefire in Namibia. Page 5

New Egypt plot trial

Egypt is putting 176 people on trial this week on charges of plotting to overthrow the Government. A similar trial of another 281 Islamic fundamentalists is nearing its close.

Polisario stays away

Polisario, the Saharan independence movement that is fighting Morocco, will remain absent from the today's opening in Addis Ababa of a meeting of the Organisation of African Unity, whose recent conferences have failed because of disagreement over Polisario's admission.

Bonn news ban

West German Government ordered a blackout on news of East bloc asylum seekers after reports that a slice of East German Premier Willy Stoph was sheltering in the West German embassy in Prague. Page 2

Boycott weakened

Another Philippines opposition party, FDP-Laban, decided to drop out of a proposed boycott and take part in coming national assembly elections.

Pakistan security

Iron rod fences more than 9 ft (2.74m) high, topped with barbed wire, have been erected at Pakistan's national stadium in Karachi to protect the Pakistan-England cricket series from anti-government student protesters.

Australian switch

Friendly warships visiting Australian ports will no longer have to declare whether they are carrying nuclear weapons, under new policy guidelines. Page 3

Gas warfare claim

Pakistan state television said Soviet helicopters had again been using gas shells to flush out Afghan rebels from mountain hideouts after artillery and tanks had failed to dislodge them.

Colombian curfew

North-east Colombia town Abrego was put under curfew and alcohol sales banned, following seven political killings last week.

Record drought over

Thunderstorms ended a record 319-day drought in Bahrain. More rain is forecast.

Table with exchange rates for various currencies including Sterling, Deutsche Mark, Swiss Franc, etc.

SALVO OF SHELLS MARKS WITHDRAWAL

U.S. shifts focus from Lebanon as marines leave

BY PATRICK COCKBURN IN BEIRUT

The U.S. marine contingent to the multinational force left Beirut yesterday in a major bid by President Ronald Reagan to shift Lebanon from the centre stage of Washington's Middle East policy.

An hour after the last combat company of U.S. soldiers in Lebanon left their deep bunkers for the safety of the Sixth Fleet the battleship New Jersey opened fire with its 16-inch guns at Syrian and Druze positions in the mountains which ring Beirut.

The naval bombardment was in response to anti-aircraft fire directed at U.S. reconnaissance planes circling high overhead. Although the U.S. insists that the relocation of its marines offshore does not diminish its support for President Amin Gemayel, the evacuation of the symbolic force of marines yesterday is seen in Beirut as the end of an era in U.S. policy in Lebanon.

Washington no longer views the future of the country or its president as a strategic priority and wishes to see the Lebanese crisis disappear to the sidelines, say diplomats.

The marines' commander, Gen James Joy, told journalists: "Obviously (our mission) was not as much a success as we had hoped."

"The marines are going and will never return," said a gunman belonging to Amal, the Shia Muslim paramilitary movement, as he stood

Lorry drivers continue Brenner Pass blockade

BY JONATHAN CARR IN BONN

MORE THAN 1,000 lorry drivers kept up their blockade on the Austro-German side of the Brenner Pass to Italy at the weekend, despite rising economic losses and promises from Rome of speedier customs clearance.

The drivers, who have complained for years of bureaucratic delay by Italian officials on the Brenner Pass, said they were not satisfied by Rome's pledge on Saturday to deploy more customs personnel. The Italian Cabinet decided to increase the number of customs men by 850 to a total of 5,050.

Encouraged by the apparent concessions from the French Government, the drivers from Austria, West Germany, Italy, Sweden, Denmark and Holland want, among other things, an Italian commit-

Bonn and London may give way on EEC technology fund

BY PAUL CHEESERIGHT IN BRUSSELS

THE BRITISH and West German Governments are on the verge of dropping their opposition to the launch of an Ecu 1.4bn (\$1.18bn) EEC programme to break U.S. and Japanese domination of the information technology sector.

Their decisions depend crucially on the ability of the European Commission to assure them at a Council of Research Ministers in Brussels tomorrow that financing can be secured from 1985 onwards.

Ministerial meetings were being held in London and Bonn at the end of last week to define the positions of both governments on the basis that the programme is an EEC priority, but that spending on it has to be seen within the EEC's overall budgetary constraint.

The programme is the European Strategic Programme for Research and Development in Information Technology (Esprit). Esprit is designed as a joint EEC-private sector initiative to foster re-

Table with financial data including interest rates, exchange rates, and market movements.

Ambrosiano may sell Swiss bank stake to Japanese

By Alan Friedman in Milan and Terry Povey in Tokyo

JAPANESE BANKS, including Sumitomo Bank, the country's fourth largest, are understood to be interested in acquiring the majority stake held by Banco Ambrosiano Holding (BAH) Luxembourg in the Lugano-based Banca del Gottardo.

Sale of the stake, from which proceeds are likely to be more than \$120m, is expected to be completed in the next few days.

BAH is the main overseas arm of the late Sig Roberto Calvi's Banca Ambrosiano, and the sale will form part of the overall settlement of the Ambrosiano affair.

On Friday the Swiss Federal banking authorities lifted restrictions that effectively prevented Japanese banks from opening new branches or subsidiaries in Switzerland. If a Japanese bank succeeded in buying control of Gottardo it is believed this would be the first case of a European bank passing into Japanese control.

The Swiss market has been important for Japanese companies, particularly for the issuing of private convertible bonds. If a Japanese bank controlled Gottardo it would be able to act as an underwriter in these issues.

The managers of BAH, meanwhile, have received an extension until late May of their court-appointed administrative control. The extension, which is the second, will pave the way for sale of the Gottardo stake.

Telex containing details of the final Ambrosiano settlement are set to be dispatched to 120 creditor banks next week. The delay is attributable in part to legal and technical details relating to the liquidation of BAH and other matters, among them the forthcoming sale of Credito Varesino, the Lombardy regional bank controlled by the Nuovo Banco Ambrosiano Group.

The majority stake in Credito Varesino, which is held by Nuovo Ambrosiano's La Centrale subsidiary, is likely to be sold for more than L150m (\$91m). Before the sale is completed, however, the parties to the Ambrosiano settlement may wish to deal with the question set up by the late Roberto Calvi. The issue of these deposits needs to be cleared up in conjunction with the sale of Credito Varesino.

As a Bavarian police spokesman noted, the contents of the dozens of milk transporters stuck on the autobahn to the Brenner Pass is now about as sour as the lorry drivers themselves.

The Brenner is the major pass for goods transport between north and south Europe. The West Germans are its biggest users, about half the 3,000 lorries which on average cross the pass daily are West German.

It is estimated that the blockade is costing West German transport companies around DM 1m a day. But the West Germans also calculate that the slowness of customs clearance on the Brenner under "normal" circumstances brings losses of around DM 100m annually.

The Commission has told the Ten that Ecu 105m can be made available for 1985. From then onwards the situation is more fluid, because the accession of Spain and Portugal to the EEC could have unpredictable budgetary effects.

The focus of British and West German attention has narrowed to 1985 spending. If the Commission can produce details of where the money can be found then, diplomats say, London and Bonn will let the programme start.

The main running on the financing question has been made by West Germany, with the UK standing in its lee because divisions about Esprit in Whitehall have hitherto prevented the definition of more than a holding policy.

Pininfarina to make Cadillac bodies for GM

BY OUR MILAN CORRESPONDENT

CADILLAC, General Motors' luxury car division, is to spend more than \$600m buying 40,000 car bodies from the Turin-based Pininfarina group. Italy's leading automotive designer.

Pininfarina said yesterday that it would build and ship by special jumbo jet 8,000 Cadillac sedan bodies a year between 1985 and 1991.

The Italian design group, which already supplies parts to Ferrari, Fiat and Alfa Romeo, said the L1,000bn (\$606m) contract would double its turnover.

The agreement is being hailed in Italy as another major breakthrough for Italian design and manufacture on the world market, after December's global accord between Olivetti, the office automation giant, and American Telephone and Telegraph (AT&T).

Sig Sergio Pininfarina, the company's president, said that a jumbo jet would leave Turin's Caselle airport every other day to speed the Cadillac bodies to Detroit, where the cars are to be assembled.

Sig Pininfarina, who is also president of the Piedmont Industrial Association, declined to provide details about the new Cadillac body, saying that under the accord these were "top secret." He said, however, that the agreement was a sign that

Renault to inject \$65m into AMC

BY TERRY DODSWORTH IN NEW YORK

RENAULT, the state-owned French motor group, is to inject around \$65m into American Motors (AMC) in the U.S. to help fund an ambitious \$1.8bn model development programme over the next five years.

Renault has agreed to take up 11.1m shares of a total issue of 24m new shares, which enables it to retain its 46 per cent stake in American Motors.

Of the rest of the issue, 10m shares will be offered to the public, and the balance will go to its domestic employee pension fund.

American Motors is raising this new finance within days of announcing its first quarterly profit since early 1980.

Although it made a net loss of \$147m for the whole of 1983, it generated a small \$7.4m net in the final quarter, and Mr Jean-Marie Lapeu, vice-president of finance, said that the company is forecasting profits for the whole of the current year.

Sales are also expected to rise sharply this year, going up from \$3.3m to \$4.4m, partly because the company will have a full year's sales from its new Jeep range introduced in autumn last year.

Mr Lapeu said the company's model development plans were aimed at introducing several new cars over the period up to 1988, with the object of considerably enlarging the coverage of the market.

By the end of this period, AMC intends to compete in around 55 per cent of the different market segments in the U.S. passenger car market. It is also expanding the

THE SECRET OF LIFE IN SWINDON

COMPATIBILITY
LOW OVERHEADS
HIGH EFFICIENCY

Swindon encapsulates all the elements needed for operational success. London is just 50 minutes by train. The M4 is on your doorstep. Heathrow faster than from London's centre. Guaranteed housing for key personnel. Full relocation assistance and introduction to funders. A large underemployed workforce. Training facilities geared to future needs. Wiltshire's outstanding quality of life and wide range of Business Parks for offices and hi-tech operations. Get the facts from Douglas Smith, Industrial Adviser, Civic Offices, Swindon. Tel: (0793) 26161 or Telex: 444449.

JOIN THE SWINDON ENTERPRISE

OVERSEAS NEWS

Manufacturers Hanover Trust Company

announces the relocation of its

Foreign Exchange Trading Department

from 44 Wall Street to 270 Park Avenue New York, N.Y. 10017 (212) 286-2200

February 27, 1984

NOTICE OF RESIGNATION OF TRUSTEE AND APPOINTMENT OF SUCCESSOR TRUSTEE

TO THE HOLDERS OF LPC INTERNATIONAL FINANCE N.V. 8% CONVERTIBLE SUBORDINATED DEBENTURES DUE 1985

NOTICE IS HEREBY GIVEN BY LPC INTERNATIONAL FINANCE N.V. (the "Company"), pursuant to Section 908 (f) of the Indenture dated as of October 15, 1980 (the "Indenture")...

LPC INTERNATIONAL FINANCE N.V. De Ryverkade 62 Curacao, Netherlands Antilles

Dated: February 17, 1984

BUGGED? THE COUNTER SPY BRIEFCASE

Subtle proof detector. Detection of explosive vapors. A high powered beam temporarily blinds eavesdroppers with physical form. Microwave electronic file detector...

Spanish Socialists gain strongly in Basque poll

BY DAVID WHITE IN MADRID

SPAIN'S ruling Socialist Party has scored unexpectedly strong electoral gains in the troubled Basque country, preventing the Basque Nationalist Party (PNV) from keeping a working majority in the regional parliament, according to early ballot results last night.

The first results also showed a decline in support for Herri Batasuna (Popular Unity), in apparent repudiation of the continuing campaign of violence by Eta, the terrorist organisation that backs the party.

SPAIN'S ruling Socialist Party has scored unexpectedly strong electoral gains in the troubled Basque country, preventing the Basque Nationalist Party (PNV) from keeping a working majority in the regional parliament, according to early ballot results last night.

The first results also showed a decline in support for Herri Batasuna (Popular Unity), in apparent repudiation of the continuing campaign of violence by Eta, the terrorist organisation that backs the party.

SPAIN'S ruling Socialist Party has scored unexpectedly strong electoral gains in the troubled Basque country, preventing the Basque Nationalist Party (PNV) from keeping a working majority in the regional parliament, according to early ballot results last night.

The first results also showed a decline in support for Herri Batasuna (Popular Unity), in apparent repudiation of the continuing campaign of violence by Eta, the terrorist organisation that backs the party.

Bonn faces refugee dilemma

BY LESLIE COLITT IN BERLIN

WEST GERMANY is faced with one of its most delicate problems in recent years in its relations with East Germany following reports that East German Prime Minister Willy Stoph's niece and other members of her family had sought refuge in the West German embassy in Prague.

Herr Hans-Dietrich Genscher, the West German Foreign Minister, yesterday ordered a news blackout on any information about "humanitarian cases connected with Bonn's foreign missions."

WEST GERMANY is faced with one of its most delicate problems in recent years in its relations with East Germany following reports that East German Prime Minister Willy Stoph's niece and other members of her family had sought refuge in the West German embassy in Prague.

Herr Hans-Dietrich Genscher, the West German Foreign Minister, yesterday ordered a news blackout on any information about "humanitarian cases connected with Bonn's foreign missions."

WEST GERMANY is faced with one of its most delicate problems in recent years in its relations with East Germany following reports that East German Prime Minister Willy Stoph's niece and other members of her family had sought refuge in the West German embassy in Prague.

Herr Hans-Dietrich Genscher, the West German Foreign Minister, yesterday ordered a news blackout on any information about "humanitarian cases connected with Bonn's foreign missions."

Feldstein warning on recession next year

MR MARTIN FELDSTEIN, chairman of President Reagan's Council of Economic Advisers

has warned that the U.S. could slip back into recession in 1985 if negotiations now under way to begin to cut federal budget deficits are not successful.

MR MARTIN FELDSTEIN, chairman of President Reagan's Council of Economic Advisers has warned that the U.S. could slip back into recession in 1985 if negotiations now under way to begin to cut federal budget deficits are not successful.

MR MARTIN FELDSTEIN, chairman of President Reagan's Council of Economic Advisers has warned that the U.S. could slip back into recession in 1985 if negotiations now under way to begin to cut federal budget deficits are not successful.

IMF terms 'will prevent Brazil paying debt'

By Our Sao Paulo Correspondent

SR AURELIANO CHAVES, Brazil's Vice-President, has said that Brazil cannot pay its estimated \$92bn (\$68bn) foreign debt unless there is a return to economic growth—an impossibility under the economic policies the Government is committed to under present IMF terms.

SR AURELIANO CHAVES, Brazil's Vice-President, has said that Brazil cannot pay its estimated \$92bn (\$68bn) foreign debt unless there is a return to economic growth—an impossibility under the economic policies the Government is committed to under present IMF terms.

SR AURELIANO CHAVES, Brazil's Vice-President, has said that Brazil cannot pay its estimated \$92bn (\$68bn) foreign debt unless there is a return to economic growth—an impossibility under the economic policies the Government is committed to under present IMF terms.

SR AURELIANO CHAVES, Brazil's Vice-President, has said that Brazil cannot pay its estimated \$92bn (\$68bn) foreign debt unless there is a return to economic growth—an impossibility under the economic policies the Government is committed to under present IMF terms.

EEC backs call for free internal market after road blockades

BY PAUL CHESSBRIGHT IN BRUSSELS

THE GREAT truck blockade in France and traffic disruptions on various European borders have highlighted the need to speed-up decisions on liberalising the EEC's internal market and develop a common transport policy, according to Mr Karl-Heinz Narjes, the European Commissioner for the internal market.

THE GREAT truck blockade in France and traffic disruptions on various European borders have highlighted the need to speed-up decisions on liberalising the EEC's internal market and develop a common transport policy, according to Mr Karl-Heinz Narjes, the European Commissioner for the internal market.

THE GREAT truck blockade in France and traffic disruptions on various European borders have highlighted the need to speed-up decisions on liberalising the EEC's internal market and develop a common transport policy, according to Mr Karl-Heinz Narjes, the European Commissioner for the internal market.

THE GREAT truck blockade in France and traffic disruptions on various European borders have highlighted the need to speed-up decisions on liberalising the EEC's internal market and develop a common transport policy, according to Mr Karl-Heinz Narjes, the European Commissioner for the internal market.

THE GREAT truck blockade in France and traffic disruptions on various European borders have highlighted the need to speed-up decisions on liberalising the EEC's internal market and develop a common transport policy, according to Mr Karl-Heinz Narjes, the European Commissioner for the internal market.

THE GREAT truck blockade in France and traffic disruptions on various European borders have highlighted the need to speed-up decisions on liberalising the EEC's internal market and develop a common transport policy, according to Mr Karl-Heinz Narjes, the European Commissioner for the internal market.

THE GREAT truck blockade in France and traffic disruptions on various European borders have highlighted the need to speed-up decisions on liberalising the EEC's internal market and develop a common transport policy, according to Mr Karl-Heinz Narjes, the European Commissioner for the internal market.

THE GREAT truck blockade in France and traffic disruptions on various European borders have highlighted the need to speed-up decisions on liberalising the EEC's internal market and develop a common transport policy, according to Mr Karl-Heinz Narjes, the European Commissioner for the internal market.

Foreign trucks and buses face Swiss travel tax

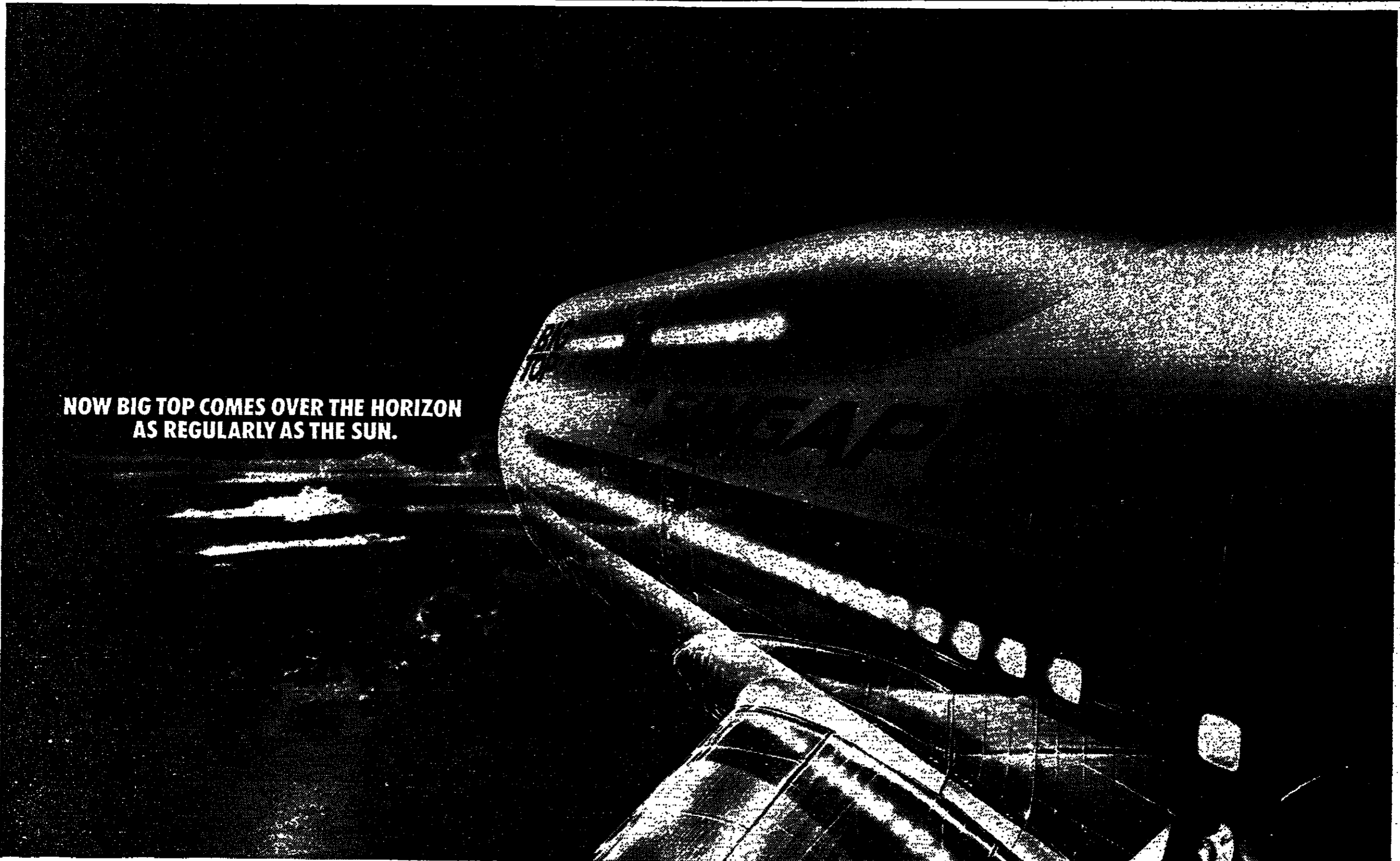
BY ANTHONY McDERMOTT IN GENEVA

SWISS approved in a referendum yesterday a proposal which will increase the cost of trucks and buses travelled through Switzerland. The European Economic Community has already warned the Swiss Government against adopting such measures which involve an annual tax on vehicles according to weight.

SWISS approved in a referendum yesterday a proposal which will increase the cost of trucks and buses travelled through Switzerland. The European Economic Community has already warned the Swiss Government against adopting such measures which involve an annual tax on vehicles according to weight.

SWISS approved in a referendum yesterday a proposal which will increase the cost of trucks and buses travelled through Switzerland. The European Economic Community has already warned the Swiss Government against adopting such measures which involve an annual tax on vehicles according to weight.

SWISS approved in a referendum yesterday a proposal which will increase the cost of trucks and buses travelled through Switzerland. The European Economic Community has already warned the Swiss Government against adopting such measures which involve an annual tax on vehicles according to weight.



NOW BIG TOP COMES OVER THE HORIZON AS REGULARLY AS THE SUN.

SIA, the only airline flying Stretched Upper Deck 747s from Heathrow to Singapore and Australia, will now be operating BIG TOP every single day of the week. Inside, it has an upstairs deck which is twice the size of a normal 747s. And which has been designed as a single cabin to

accommodate the Business Class. On this private floor, you have your own bar service, movie facilities and galley. The seats are as wide and as comfortable as you'd expect and set only two abreast. Giving you the choice of sitting by a window or the aisle.

Downstairs, the First Class cabin is one of the most spacious in the world. All the seats are fully reclining Snoozzzers. Economy Class, too, has its share of extra room, with more space to stretch out between the specially contoured seats. In fact, because of its unique interior

design, BIG TOP has more of just about everything. More room, more movie areas, more galleys. And more gentle hostesses to give you the kind of in-flight service other airlines talk about. And most people dream about. SINGAPORE AIRLINES

Handwritten signature or mark at the bottom of the page.

OVERSEAS NEWS

Australia eases rule on visiting warships

CANBERRA — Friendly warships will not have to declare whether they are carrying nuclear weapons when they visit Australian ports under policy guidelines announced yesterday.

Sikhs and Hindus plan to demonstrate in New Delhi

NEW DELHI — The machine-gun murder of two women and a child in a Punjab village yesterday raised communal tension ahead of rival Sikh and Hindu demonstrations in New Delhi today.

Iraq claims control over two war fronts

IRAQI forces had killed more than 14,500 Iraqis in the past five days while Iran said its latest thrust was continuing and that its men had wiped out much of an Iraqi army division, Reuter reports from Bahrain.

The Official Iraqi news agency said Iraqi forces were now in control of both the Misan province border area and the front farther south near the port of Basra, the two battlefields where it said 14,598 Iraqis had been killed.

Iran said its forces had killed more than 7,000 Iraqis since it launched its latest thrusts, codenamed "Dawn 5" and "Dawn 6," last week. Much of Iraq's 19th infantry division was wiped out yesterday in the central sector, it said.

Patrick Cockburn in Beirut describes the failure of the U.S. initiative in Lebanon End of an era in Mideast as marines leave

THE withdrawal of U.S. Marines from Lebanon marks the end of an era in American policy in the Middle East. After the Israeli invasion of Lebanon in June 1982 all roads seemed to lead to Washington; the Palestine Liberation Organisation and Syria had both suffered a severe defeat and the regime of President Amin Gemayel leaned heavily on U.S. support.

The U.S. is the dominant power no longer. Three minutes after the last Marine left the beach in Beirut yesterday the Marines' seashore base was taken over by gunmen of the Shia Muslim Amal movement linked to Syria and Iran.

Macau's neighbours enjoy its political bust-up

THE WELL-MADE Elizabethan play would counterpoint its weighty theme with a comic or grotesque subplot. A similar sense of harmony seems to prevail on the South China coast where, while Hong Kong grapples with its economic and social future, light relief is being provided by a good old-fashioned political bust-up in the neighbouring Portuguese-run territory of Macau—population 400,000.

Arafat begins talks with Hussein

MR YASSIR ARAFAT, chairman of the Palestine Liberation Organisation, arrived here yesterday and quickly took a high level Palestinian delegation into talks with Jordan's King Hussein, Ramal Khouri reports from Amman. Mr Arafat's team included five of the 14 member PLO executive committee, along with key members of the central committee of Mr Arafat's Fatah group, the biggest and most important of the eight component organisations that make up the PLO.

From Beirut Israel saw no reason to use its army to win political points for the U.S. The blowing up of the U.S. embassy in Beirut last April was the start of the slide. The marines at the airport were in a dangerously ambiguous situation, as a symbol of support for the Government and active military allies.

Shorter term tactical considerations include the possible formation of a joint Jordanian-Palestinian delegation to any future peace talks on the basis of the September 1982 Fez Arab Summit peace plan. But Mr Arafat will have to move cautiously in his talks with Jordanian officials, given his ongoing efforts to reassert his control of Fatah and the PLO as a whole in the wake of the armed rebellion against him last year by dissident Palestinians backed by Syria and Libya.

Washington had only one card left: the Lebanese army. U.S. officers were hurriedly training and re-equipping its brigades. They might be able to shift the balance of power against Syria and its allies. At the beginning of this month this hope also turned out to be a mirage as two brigades defected and a third broke up when the Druze attacked.

Taiwan Premier suffers stroke

PRIME MINISTER Sun Yun-Suan of Taiwan has undergone an operation for what the Government called a cerebral haemorrhage two days after he was admitted to hospital suffering from dizziness and weakness of unknown origin.

President Chiang Ching-Kuo, last week nominated for a second six-year term, has given Mr Sun a two-week leave of absence named Vice-Premier Chiu Chuan-Huan, 59, acting premier until Mr Sun recovers. Mr Sun, an engineer by profession, has pushed for more efficiency in government and is considered a driving force behind the country's industrial upgrading.

NOTICE OF RESIGNATION OF TRUSTEE AND APPOINTMENT OF SUCCESSOR TRUSTEE TO THE HOLDERS OF LPC INTERNATIONAL FINANCE N.V. 8% CONVERTIBLE GUARANTEED DEBENTURES DUE 1989

Dresdner Finance B.V. Amsterdam U.S.\$350,000,000 Floating Rate Notes 1984/1989

THERE'S NOTHING A BLIND PERSON LIKES BETTER THAN A JOLLY GOOD READ Britain has the biggest and best braille printing press in the world. RNIB's Autobraille can print newspapers, magazines, even whole books.

BULLSEYE A map of Europe with concentric circles around London. Text: Ideally located for the UK's largest markets - London and the South East. Well placed with passenger and freight ports for Europe. Good motorway and rail links to London, international airports and the coast.

WORLD TRADE NEWS

Christian Tyler on the imprecise art of political analysis

Where insurance becomes guesswork

THE NEWLY INDEPENDENT Republic of Broddingnag, with its untapped natural resources and generous foreign investment incentives, has attracted a lot of Western trade and capital in recent years.

Most provide a more mundane—if highly lucrative—reporting system to help corporate executives with ignorance of modern geography and history, says Mr Armen Kouyoumdjian, an Armenian economist who is secretary of the association's European branch.

It's a bandwagon and everyone is jumping on it. But it's not a bad thing, he said. "Some people think that political risk analysis is just forecasting coups d'etat in Latin America. But President Francois Mitterrand's election in France had much greater impact than any coup in Bolivia."

Most professional risk-takers, like the banks, the UK Government's Export Credits Guarantee Department and the big brokers and underwriters, have little use for outside consultants.

Should Western export credit agencies, charged with supporting their national exporters in a competitive but profitable market, continue to write insurance policies on Broddingnag? Will the increasingly-aggressive private underwriters in London take the risk? And what will it cost the exporter?

Since the Shah of Iran was toppled in 1979, political risk analysts have mushroomed, in the hope of satisfying nervous banks, traders and investors. No one would pretend that such analysis is a science.

For example, the National Westminster Bank has its own system for determining what limits to set on sovereign lending. It employs a table of factors and weights.

There have been widespread reports that the project, the first major joint venture between China and a U.S. company since commercial relations were normalised at the end of the 1970s, has run into serious financial difficulties and may not proceed.

But banks, according to Mr Jack Gill, head of the ECGD, can provide his department with "little more than blinding glimpses of the obvious."

EGGD insurance policies make no distinction between political and commercial risk, except latterly for a few large exporters, even though more than half its \$32bn exposure is in the 147 countries currently graded as risky (categories C and D).

Underwriters in the private market use quite different criteria, although many of the same sources. They are more interested in the exporter's track record and type of business than in the country as a whole. They are more expensive, but more selective too.

"We haven't got the resources of an ECGD," said one underwriter. "In the private market analysis is done by sticking your finger up in the air; it's seat-of-the-pants underwriting."

Occidental in fresh bid to resolve China deal

By William Hall in New York

A TEAM of experts from Occidental Petroleum, the U.S. oil company, is flying to Peking this week for a fresh round of negotiations with the Chinese in a bid to resolve the long delays which have plagued a \$500m joint venture to develop the world's largest open cast coal mine in China's Shanxi Province.

There have been widespread reports that the project, the first major joint venture between China and a U.S. company since commercial relations were normalised at the end of the 1970s, has run into serious financial difficulties and may not proceed.

Occidental and the China National Coal Development Corporation signed an interim agreement to begin development of the mine on March 9 1983, following a year's feasibility study by both sides.

Gatt meets to examine EEC steel retaliation measures

BY ANTHONY McDERMOTT IN GENEVA

THE COUNCIL of the 90-member General Agreement on Tariffs and Trade (GATT) meets here tomorrow, in response to an unusual request from the United States, to consider the EEC's retaliatory measures against U.S. tariffs on specialty steel imports.

A last-minute attempt is being made in Brussels today by Mr William Brock, the U.S. trade representative, and Etienne Davignon, the EEC-Industry Commissioner, to narrow differences.

These are believed to focus on the gap between U.S. and EEC valuations of the products to be affected by European retaliation, the exchange rate movements of the European Currency Unit (ECU) against the dollar since 1982 (which affects the value of the EEC import quotas), and the U.S. view that it will come off worse since some American products would be more or less eliminated from the EEC market.

Exim looks at first mixed credit

BY NANCY DUNNE IN WASHINGTON

THE U.S. Export-Import Bank tomorrow will consider its first mixed credit transactions since Congress passed legislation last year allowing the practice.

Although Eximbank has been a consistent critic of mixed credits within the Organisation for Economic Co-operation and Development (OECD), it has been pressed by Congress to initiate its own creative financing programme along with the Agency for International Development (AID).

about the programme. Aid officials are reluctant to divert additional funds to commercial purposes. Eximbank sees credits as a potentially expensive drain on the \$3.9bn allocated for direct credit lending in 1984.

Nether agency is enthusiastic

Despite the lack of guidelines and Exim's preference for offering extended repayment terms rather than lower interest rates, the Bank's board is now set to consider two mixed credit proposals. Some officials believe Eximbank will seek to reserve mixed credit funds for cases of retaliation.

Fokker hunts for Japan partner

BY WALTER ELLIS IN AMSTERDAM

FOKKER, the Dutch aerospace group, is hoping to persuade Japanese industry to participate in the construction of the Fokker 50 and Fokker 100, planned successors to the F27 and F28.

Japanese domestic airlines are currently considering fleet renewal and Fokker feels that the company's chances of securing major orders would be greatly enhanced by Japanese participation.

Fokker has rejected the chance of a major share in the European Airbus programme and is anxious to ensure that its two new aircraft—basically updated and expanded versions of the F27 and F28—enter world markets with more than one national interest engaged.

Mr Frans Swarttouw, chairman of Fokker, led a company delegation to Tokyo last week aimed at securing Japanese involvement of up to 10 per cent.

The Boeing project collapsed when Fokker decided instead to go into business with rivals, McDonnell Douglas. But these plans also came to nothing leaving the Dutch group with no major partner outside the Netherlands.

The Fokker delegation plans to return to Japan in the autumn.

New dealer network for Honda's U.S. launch

By Terry Dodsworth in New York

AMERICAN HONDA, the U.S. marketing arm of the Japanese group, is planning to introduce a luxury car in the North American market by the unusual means of setting up a separate dealer network.

SHIPPING REPORT No fear of Hormuz closure

BY ANDREW FISHER

LAST WEEKS tension over possible closure of the Strait of Hormuz left shipping markets unmoved. Despite some rate rises on the tanker side, business showed no marked improvement.

closed "private" terms by some unnamed charterers. French, U.S. and Japanese companies arranged tankers from the Gulf. Despite present low rates, said Galbraith Wrightson, enquiry did pick up enough in the last few days to suggest that owners could be in a stronger position in March.

It is likely that it will be the new version of the joint venture vehicle which has been developed in co-operation with the Austin Rover division of the BL group in the UK.

World Economic Indicators

Table with columns: Country, Jan '84, Dec '83, Nov '83, Oct '83, Sep '83, Nov '82, % change over previous year. Includes USA, U.K., Japan, West Germany, France, Italy, Netherlands, Belgium.

American Honda said yesterday that the car would almost certainly be imported to the U.S. from Japan, but there appears to be a possibility that it might be produced in the U.S., where the company has a plant at Marysville, Ohio.

Source (except U.K., U.S., Japan): Eurostat

"This will appeal to a different group of buyers," said Honda yesterday. "The car will have radically new styling than the traditional Hondas, and an entirely different appeal."

BASE LENDING RATES

Table with columns: Bank, Rate. Lists various banks and their lending rates.

Of course, should you start your journey by taking the M4 to Heathrow you may find yourself in a bit of a jam because although many illustrious airlines fly out of Heathrow to the USA, not one of them flies non-stop to Dallas.

The company is, however, expanding capacity at its Marysville plant from 600 units a day to 1,200 in a \$240m project due to be completed by 1986.

Soviet cruise cut SOVIET cruise ship operators have agreed to consider making further cuts in the number of cruises offered on the British market next year. An interim agreement on cuts over and above those agreed last December for 1984, was signed yesterday between British operators and their Soviet competitors after two days of talks in Leningrad, writes Peter Bruce.

American Airlines announce the M23 extension.

Advertisement for American Airlines M23 extension. Includes a map of flight routes from Brighton to various cities like Gatwick, Acapulco, Albuquerque, Atlanta, Austin, Corpus Christi, Dallas, Denver, Harlingen, Houston, Las Vegas, Little Rock, Los Angeles, Lubbock, Memphis, Mexico City, Midland Odessa, Nashville, New Orleans, Oklahoma City, Orange County, Phoenix, Portland, Reno Tahoe, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle, Tucson, Tulsa.

These days there is no faster way to get to anywhere in America's South West.

Proceed any day of the week down the M23 to Gatwick (or get the fast train from Victoria).

Get an American Airlines non-stop flight to Dallas, filter through our quick and efficient customs and immigration and take any of the 35 convenient connections to anywhere in the South West from Los Angeles to Oklahoma.

If you stopover en route in Dallas you'll find all of America at your disposal via our unique hub system.

Over 270 flights radiate out of Dallas daily to more than 70 destinations.

It makes flying easier than catching a bus.

Of course, should you start your journey by taking the M4 to Heathrow you may find yourself in a bit of a jam because although many illustrious airlines fly out of Heathrow to the USA, not one of them flies non-stop to Dallas.

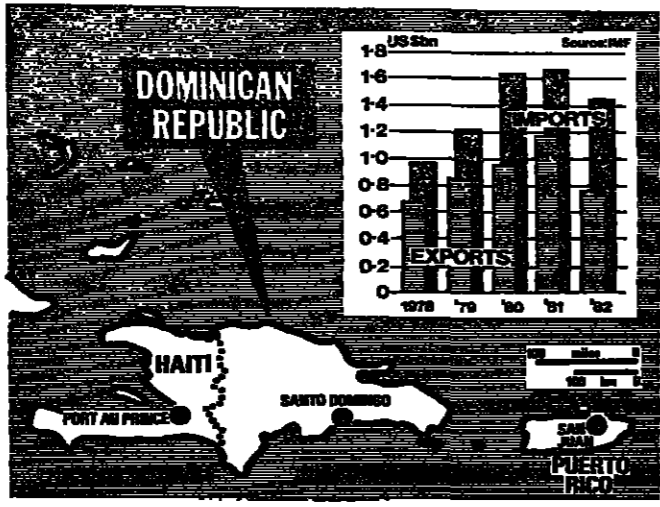
For further information: contact your travel agent or ring American Airlines on 01-629 8817.



OVERSEAS NEWS

David Thorp, recently in Santo Domingo, finds poverty and unemployment in the sun A Caribbean island thousands want to leave

INDEPENDENCE Day in the Dominican Republic on February 27 celebrates the end of a 22-year Haitian occupation in 1844. The fears of a military invasion has long since vanished, but some of the old enmity persists, especially over the number of Haitians crossing the border in search of jobs.



Imports have continued to rise. Recently the government of President Jorge Salvador Blanco was able to cover the trade gap with loans from the international banks and the International Monetary Fund.

But foreign debt now stands at \$1.9bn, and the IMF has imposed tough terms for continued assistance. The government has agreed to introduce sweeping austerity measures including import controls, cuts in public sector spending and an unpopular commitment to raise taxes.

The World Bank and the Agency for International Development have strongly urged that the economy should be diversified and its export base expanded. The private sector, aided by the central bank, has taken steps to increase foreign investment in the export-orientated free zones and diversification has begun in agriculture. Benefits may also accrue from the Caribbean Basin initiative of President Ronald Reagan, which allows tariff-free exports to the U.S. market for the next 15 years.

Just before elections were held in Haiti on February 12, Dominican Republic troops were moved to key positions along the border. This was seen as an attempt both to tighten up on cross-border migration and to check the activities of President Duvalier's opponents operating from inside the Dominican Republic.

In addition to the harvest workers, other Haitians illegally cross the highly-guarded border, and the effect of this influx is now being keenly felt. The Dominican Republic is experiencing a severe recession, and the immigrants are in direct competition with Dominicans for rural jobs, forcing local people to move to the towns.

The Dominican Republic's population has doubled to 6m in the past 20 years. In Santo Domingo, the capital, the Government is finding it increasingly difficult to provide minimum social services for the 1.5m inhabitants, many of whom live in overcrowded slums. The peasants flocking to the urban centres are not finding jobs, and unemployment is running at over 30 per cent by conservative estimates.

The plight of the people is reflected in a steady stream of illegal emigration to the U.S. In New York alone there are 1m Dominicans, at least half of whom are illegal, according to U.S. officials. They travel from their homeland by boat to nearby Puerto Rico and pose as Puerto Ricans to buy airline tickets to the U.S. mainland. The Dominican coastguard gives only half-hearted help to the U.S. authorities in stopping the exodus.

Pretoria alleges Swapo threats to ceasefire

OFFICIALS from South Africa and Angola have been meeting to discuss complaints by Pretoria that black nationalist guerrillas are threatening the three week old ceasefire in Angola's southern war zone, Reuters reports from Cape Town.

A senior South African official said the second meeting of a joint commission set up 10 days ago to monitor the ceasefire was held yesterday. It took place at Cuvellat, a war-battered town 200 km north of the border between Angola and Namibia (South West Africa), which South Africa rules in defiance of the United Nations.

Accord on Chad peace force

NIGERIA and France said yesterday they had agreed that some kind of international force should be sent to Chad to allow all foreign troops to withdraw and Chad's warring factions to discuss reconciliation, Reuters reports from Lagos.

Mr Ibrahim Gambari, the Nigerian Foreign Minister, told a press conference at the end of a two-day visit by M. Claude Cheysson, France's External Relations Minister, that it could be a buffer force, an observer force or a peace-keeping force.

He said talks were still going on as to how this could be done, including whether the establishment of an international force would come first, or whether moves on setting it up should be parallel to talks on establishing a conference between the various Chadian forces.



And all you expected was sunny beaches.

Spain also has flaming nights. Festivals, colorful celebrations deep-rooted in history, are everywhere, and seem to take place at all times.

For example, this picture gives you only a hint of the Valencian feast of Las Fallas. The name means bonfires. Throughout Valencia, in every square, great carnival structures are built-towering figures of wood and papier-mache on stands or floats. The scenes they show are satirical, witty, even grotesque, but all are topical and created in a spirit of mockery that is typical of the people.

At midnight on March 19th, these comic masterpieces are set on fire and all the city glows with their memory. You can't be here in March? Then come in May to Cordoba to see the festivals called Cordovan Patios. Or, in July, see the famous "Apostle's Fire", a monumental fireworks display on the eve of the feast of St. James at Santiago de Compostela. Or run with the bulls at the Fiesta de

San Fermín in Pamplona, immortalized by Ernest Hemingway. Whenever you come, and wherever you go in Spain, you'll find a land rich in folklore and people eager to explain it and share it with you.



Spain. Everything under the sun.

11.04% PER ANNUM For the next three years -guaranteed.

Forward Trust, part of the Midland Bank Group, has long experience in looking after deposits from expatriate investors. We currently have account holders in 97 countries.

Forward Trust Limited. Deposits Department. 12 Calthorpe Road, Edgbaston, Birmingham B15 1QZ, United Kingdom. FULL NAME, ADDRESS, COUNTRY, SIGNATURE, DATE.

THE MANAGEMENT PAGE

BOOTS the Chemist is Britain's largest and most popular chain store. Yet, like a number of other major British retailers, it is having to face up to some fundamental problems about its retail strategy in the 1980s — and especially how to tackle the increasingly competitive fight for discretionary consumer spending on leisure products.

Static profits and declining margins over the past few years are the symptoms of the fact that the chain has lost its way. "We've got to shake off the feeling that Boots is dull and stodgy — which it isn't," says Dr Peter Main, the bluff but genial former family doctor who took over as chairman in 1982.

But that is easier said than done. The group has devised a new marketing strategy based on new product areas — from home computers to sportswear — with higher profit margins. "Hot-shot" designers have been hired to try to put more fizz into Boots' image. Even so, most of Boots' 1,000 shops will remain relatively untouched by the new marketing broom. Only the largest 160 or so of Boots' stores which already account for more than half Boots' annual retail turnover of £1.35bn will get the marketing revamp.

Moreover, as John Richards, of stockbrokers Capel Cure Myers, points out, "by moving into new and more up-market product areas Boots is facing a great deal of tough competition from other, well-established retailers." These few major chain stores — such as W. H. Smith, British Home Stores, and Woolworth — are also fighting hard to develop their retailing strategies in the 1980s.

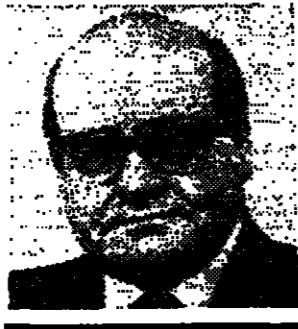
Where did Boots go wrong? In spite of being Britain's biggest chain store (it has nearly 100 more stores than Woolworth) and one of Britain's biggest advertisers (spending £13m last year), Boots has not seemed to be in the vanguard of retail change.

In part this was due to its position as a retail pharmacist — every Boots store manager is a qualified pharmacist and the profession frowns on its members touting for business — and in part also due to the low profile adopted by Sir Peter Hobbday, the previous chairman.

But Boots thought it could afford to rest on its laurels; a staggering 39 per cent of the population — and half of all women — visit Boots each week. No other retailer can match this and it is bettered only by the Post Office which has more outlets.

This substantial customer flow ensures that Boots is comfortably the largest chemist in the

Why Boots is trying harder



Strong in cosmetics and toiletries, Boots none the less has a stodgy image. Dr Peter Main (left) is responding with new products and special in-store sections. David Churchill reports

country and gives it a commanding position in the lucrative cosmetics market (with a market share of close to 30 per cent). Not only do Boots own brand cosmetics have a large slice of this market but the cosmetic houses' refusal to supply discount stores such as supermarkets has meant that profit margins on cosmetics have held up well. No wonder that at least one supermarket chief which has retaliated with own-label cosmetics is highly critical of Boots: "With the cosy relationship Boots has with the cosmetics industry, it did not have to try hard to make profits," he says.

But more than anything it is the recession which has driven home to Boots the fact that it can no longer simply coast along. Cosmetics sales have been hard hit by the recession: "Cosmetics and toiletry sales have been falling in real terms since the late 1970s," according to Euromonitor, a market research group.

In addition, Boots' own market research has been ringing alarm bells. One study showed that for every £1 that customers wanted to spend in Boots, they only actually spent about 74p either because the products were out of stock or because customers could not locate them.

Worse, the competition was itself much more aggressive; chemist chains such as Underwoods and Superdrug attacked Boots' core markets, while the major supermarket chains such as Tesco, Sainsbury, and Safeway all started selling own-label cosmetics — as did Marks and Spencer.

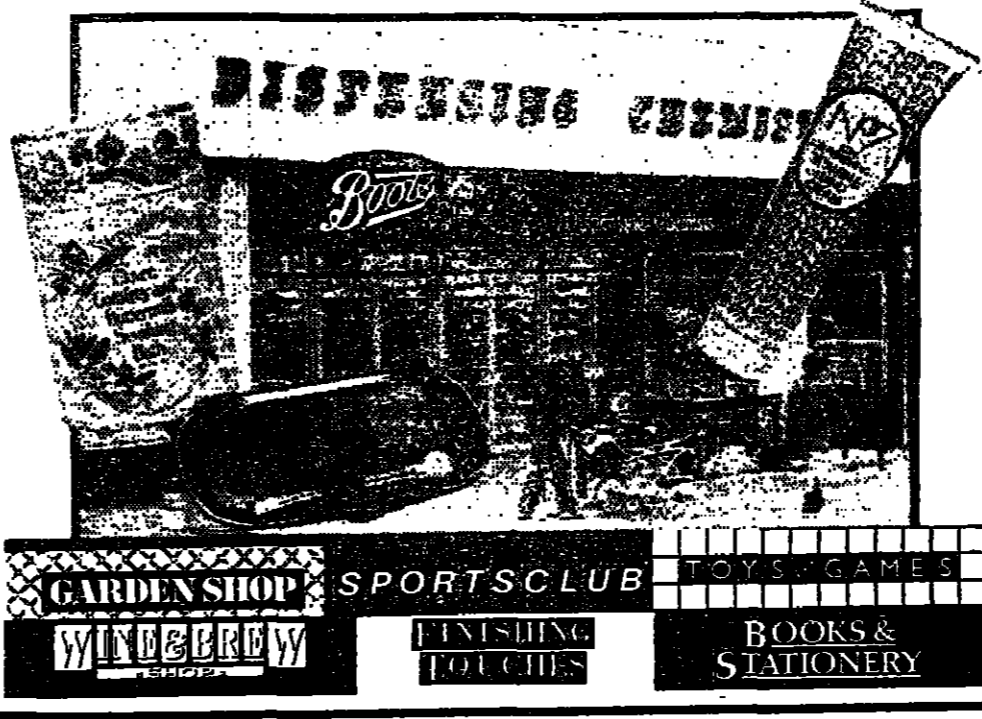
Supermarkets and cut-price chemists also began selling high volume lines such as toothpaste, soap, and shampoos at cut prices. Boots' margins were forced down from about 8 per cent in the late 1970s to 5.4 per cent last year. "Retail trading margins are around 8 per cent on average — is there any reason why Boots' margins should be any lower?" asks Robin Althaus of stockbrokers Sheppards and Chase.

UK retail profits also stagnated from 1979 onwards — they were 289.1m in 1979 and only 273.1m in the last full financial year (to end March 1983) on UK retail turnover up by almost 60 per cent over the same period at £1.35bn.

Although UK retailing dominates both Boots sales and profits, it is also a large manufacturer of pharmaceutical products and cosmetics and toiletries both in the UK and overseas. Boots is one of the very few major retailers which actually makes a significant proportion of the goods it sells (about 10 per cent of sales of non-prescription products are Boots' own manufacture).

Boots' response to these uninspiring figures, says Main, has been to "undertake the most searching analysis of Boots' activities for a very long time. Nothing was sacred."

The first casualty was the Timothy Whites chain, Timothy Whites, founded in 1848 by a 23-year-old of the same name and which eventually grew to a 600-strong chain selling pharmaceutical and household goods, was bought by Boots in



1988. Initially, the chemists outlets were turned into Boots operations, while most of the Timothy Whites name selling household goods such as crockery and cutlery. Timothy Whites, while always profitable for Boots, never really took off in retailing terms. Increasingly, its image appeared too old-fashioned, it threatened to absorb too much management time and resources, and the chain was gradually whittled down to 126 stores.

In February last year, Boots announced the Timothy Whites shut-down. Some 80 small stores are in the process of being sold off (not to any major rival, however) and the rest will follow over the next year or so.

The new strategy that evolved from the Boots re-think, however, is based on more than merely chopping off the dead-wood. The aim is to capitalise on the substantial customer flow by moving into fast-growing leisure areas — such as videos, computers, delicatessen foods and wine, sportswear, and kitchen accessories.

Boots' customers are still very much among the "aspiring" rather than the "haves" — in marketing jargon, the CDEs rather than the ABCs. Thus, for example, a trend towards home entertaining among Boots' customers could be met by offering more stylish kitchenware and gadgets.

To change its image in line with this, Boots decided to embark on a design-led revamp of its major stores based around the shop-within-a-shop concept

popular with other retailers on both sides of the Atlantic. It had already gone some way towards this with its record departments and "Baby Boots" sections within stores.

Boots employed Rodney Finch, the retail designer, to create different themes for each shop within a shop — covering stereo and audio, kitchenware, gardening, home brew, sports goods, toys, books and gifts. At the same time John McConnell of the design consultancy, Penagram, has been appointed to pep up the image of Boots' proprietary products both in its new product areas and in existing markets.

At present only three stores have been fully converted along these lines — at Chatham, Northampton, and Bury St Edmunds — although the Boots board is shortly expected to give the go-ahead for the rest of the 120 top stores to be re-designed.

Other retailers are sceptical about the changes. "It's all very well emptying fancy design signers and going into obvious 'pop' markets such as home computers," says one who has so far been successful while eschewing the current fad for design revamps. "But customers don't like to be confused about their image of a store."

But Boots is not only concentrating on a new marketing strategy. It has also tackled two other key areas: stock control and service.

Between 30 and 40 stores each, about a quarter of stores are covered by this new system at present. Stock replenishment data is captured manually on hand-held computer terminals before being fed through to the warehouse computers.

Tighter stock control will mean savings of about £25m in the current financial year.

Boots has also made strong efforts to improve its levels of staff service, with a new training programme using new audiovisual techniques spread over 14 weeks and applying to all staff, whether old or new.

With the new strategy work "There is still a long way to go for Boots to get things right," is the verdict of John Richards of Capel-Cure Myers, although others in the City are more encouraged by the steps Boots has taken. Certainly, the tighter control of operations under Main — and some improvements in the market for cosmetics and toiletries — helped Boots' total pre-tax profits in the first half of the current year (to September 30 1983) jump by a quarter.

But the core problems remain. Some retailers, notably Marks and Spencer, have shown that it is possible to shrug off a sluggish period (M and S in the 1980s) and emerge as a retailing superstar. But others — notably Woolworth — have also shown that it takes something more than simply following current vogue in retailing fashion to remain successful.

Boots is likely to learn the hard way whether it will be the M and S or the Woolworth of the 1980s.

Gelco's image problem

'The answer was blindingly obvious'

BY JOHN GRIFFITHS

IN ITS home country, the U.S., there is some confusion — certainly on Wall Street — as to what the Gelco Corporation is all about. In Europe, the company reckons it has an even more severe problem of recognition.

Yet this is a company with annual revenues of \$1bn and which claims that 80 per cent of the Fortune 1000 list of top companies is among its clients.

From today, Gelco plans to do something about this problem. And that something is all rather simple — some might say blindingly obvious. It is going to prefix the name Gelco to all the 90 individual business units which each have a separate identity and which add up to one of the world's largest transportation groups.

Coming under the Gelco banner — over a period of time — will be 370,000 cargo containers of the ubiquitous CITI company which Gelco has owned since 1980 — and which operates about 12 per cent of the world's container fleet — and the 45,000 semi-trailers and other commercial vehicles currently operated under the TIP (Transport International Pool) banner.

When they are added to the car and truck fleet management and leasing activities which are a Gelco mainstay in the U.S. and a 30,000 car fleet in Britain, the total number of transportation units operated by the company is 700,000. Given that in the UK or on the Continent it is unusual to drive for more than a few miles on a motorway without passing a CITI or TIP unit — TIP alone has 60 depots in Europe — the size of the corporate recognition opportunity Gelco has passed by default becomes glaringly obvious.

Even then there is more. Gelco's activities extend well beyond vehicle leasing and managing into a whole range of management services such as travel and payment systems. It also has a modular structures business — Design Space International — which is providing the temporary accommodation and administrative space at the Los Angeles Olympics.

Ivor Rowe, president of Gelco's UK subsidiary and a Gelco Corporation main board member, says that Gelco began to think seriously about its corporate identity several years ago and eventually brought in

New York consultants to assess the situation. Their conclusion was not encouraging. "They said that there did not seem to be any understanding of how important the company is," he says. "Worse, they said that the problem was not confined to outsiders; there were an awful lot of the 9,000 employees who only recognised their own division as a Gelco-owned company."

Rowe concedes that when the consultants came up with their suggested solution of a new corporate logo using the Gelco name in full and as a prefix in the re-naming of all divisions, there were some red faces within the company of the "why didn't I think of that?" variety. Rowe regrets that cost and logistical complexity rule out the complete new livery for all its existing transportation units. But all new equipment will be painted in the corporate scheme.

CITI, for example, from today becomes Gelco CITI Container Services (Gelco intends to double the size of its container fleet by the end of the decade, despite the current trade slump which led to CITI losing \$17m last year). TIP becomes Gelco TIP Trailer Rentals.

Think tank

Gelco's dash for growth has been accompanied by some retrenchments in the past year. It pulled its management operations out of Mexico last year after its \$27m revenue was offset by a \$137m currency loss on the peso devaluation. It has also sold off much of its courier service to Borg-Warner in the U.S. and to Federal Express in the UK, leaving what is now Gelco Express based in Canada.

Rowe insists that in the course of Gelco's planned future expansion there will be no room for more overights. As part of the shake-up, the company has formed a management task-force — Project 2000 — comprising board members and senior executives of all its divisions. This "think tank" will step back from day-to-day business, identify market sectors it wishes to be in by the end of the century and map out precisely how it intends to tackle them.

The only thrice weekly service to Colombo... and with a taste of Paradise, too.



Only Air Lanka offers you a choice of three direct flights each week to Colombo. Enjoy superb Tristar comfort any Wed, Fri or Sun from London Gatwick, arriving Colombo early the following morning. Return flights depart Colombo every Wed, Fri and Sun, arriving London early the same day. En route, you'll experience service with a gentle warmth that can belong only to those who live in Paradise.

AIRLANKA
A taste of Paradise

Call your Travel Agent or Air Lanka London Tel: 439-0291/2/3; Birmingham Tel: 2366211; Bristol Tel: 290046; Edinburgh Tel: 22577392; Glasgow Tel: 2484121; Leeds Tel: 434466; Liverpool Tel: 3366133; Manchester Tel: 6328611.

BP discovered a new site for their annual meeting at London's Barbican.

Like BP, many people have already held a conference at the Barbican.

Or an exhibition. Or a meeting. Or any combination of all three.

And we can confidently claim they've been very successful.

But that's hardly surprising.

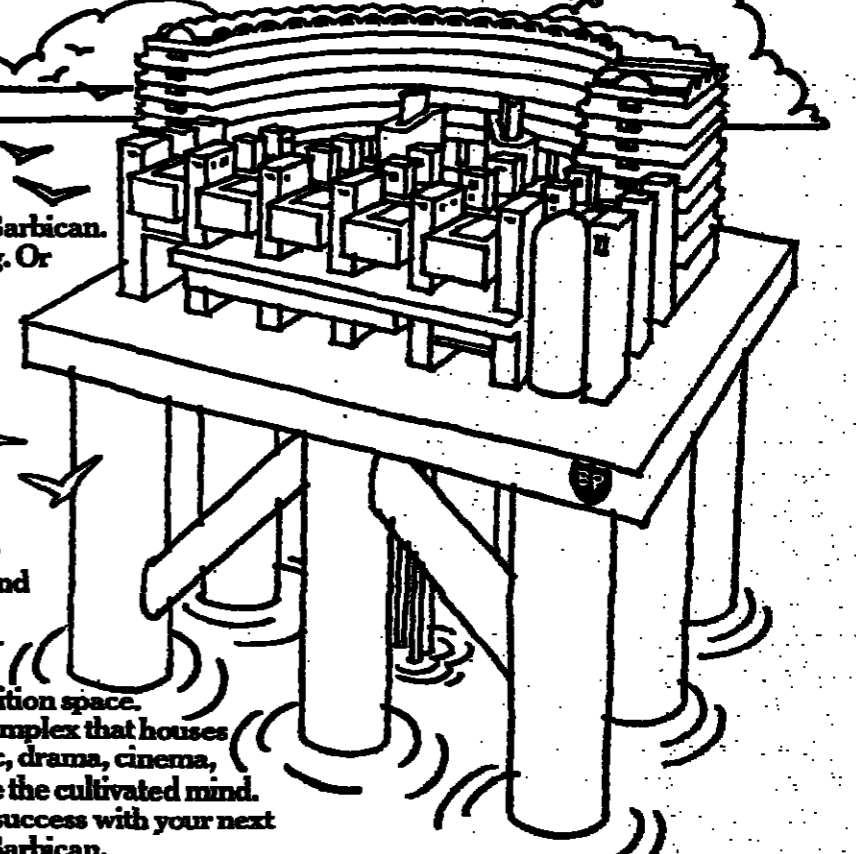
After all, the Barbican's right in the heart of the City of London. And London's not just a great place to do business. It's a great place to relax in, too.

Then, the Barbican Centre for Conferences has all the facilities and equipment that any conference organiser could ask for. It will welcome 2,000 delegates. Or just 10.

It's got loads of effective exhibition space.

And, of course, it's part of a complex that houses the famous new arts centre. Music, drama, cinema, art galleries — everything to please the cultivated mind.

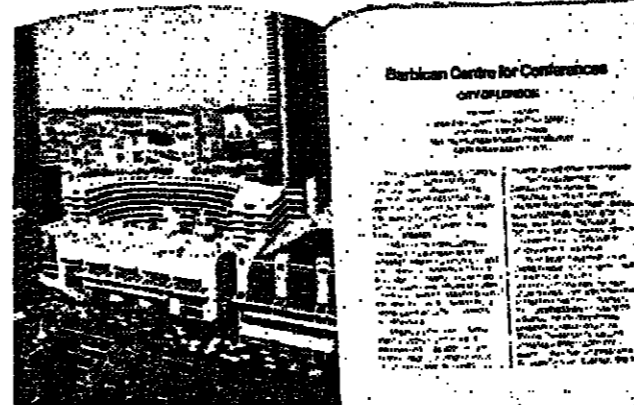
If you want to be confident of success with your next conference, plan on booking the Barbican.



Send for your free book about the Barbican.

To: The Conference Director, Barbican Centre for Conferences, Barbican, London EC2Y 8DS. Telephone: + 441638 4141. Please send me my free book. FT27/2

Name _____
Position _____
Company _____
Address _____
Tel _____



Barbican Centre for Conferences

TECHNOLOGY

EDITED BY ALAN CANE

HOW BANKS PLAN TO BEAT CARD CHEATS

How to bank on security

BY DAVID FISHLOCK, SCIENCE EDITOR

TWO BRITISH engineers, Mr David Miller and John Thorpe, working for quite different companies, have combined their technologies in what they claim is the world's most secure cheque card against abuse yet.

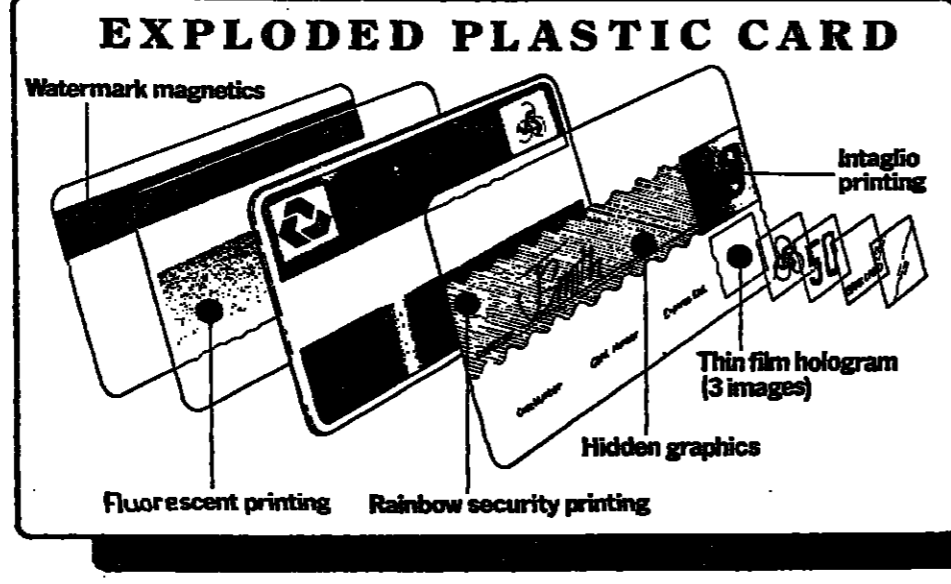
Ten thousand samples have just been delivered to the Committee of London Clearing Banks (CLCB) for final tests and staff training, before the card is issued to the customers of the CLCB's 20 members later this year.

It will be the first time that anyone has issued a card with full banknote security and machine readability, claims Mr David Miller, managing director of FMI Data of Windsor. It has seven distinct security features built into a plastic card of familiar size and shape, as the sketch shows.

Having spent about £500,000 on design and development "on a handshake," FMI Data and Bradbury Wilkinson are now planning an organisation to exploit worldwide their unique marriage of technologies.

FMI Data specialises in what Mr Miller calls "engineering." The company designs and manufactures plastic cards to its customers' specifications, incorporating such features as secure magnetics, claimed to be resistant to any attempt to wipe out the signature.

Mr Miller's experience dates back to the mid-1960s when Smiths Industries attempted to apply some of the principles behind the security of its blind landing system for airlines to the security of the world's first vending machines for cash.



How FMI Data's new card is constructed

believes. The technology progressed through EMI in the 1970s, where Mr Miller's group developed a process for "freezing" an iron oxide pattern into the card that could not be erased by a forger. They called it "watermark magnetics," by analogy with security printing techniques. Mr Miller likens it to "girders in a building which can't be removed without destroying the building."

In 1982 Photo-Me International acquired the card engineering from EMI, to add to a business based on automatic photography for security pur-

poses. Its new subsidiary became FMI Data. Behind locked doors, and a battery of other security measures, FMI Data is making about 12m cards a year on high-precision machines.

It was one of four card engineering companies to accept the challenge of the 20 banks which are members of the CLCB cheque guarantee card scheme for a more secure card.

Banks are worried by the rapid rate of growth in card frauds in the past five years.

But Thorpe—"an engineer who got into printing by accident, learning to print on aluminium"—takes some satisfaction from the fact that in the early 1970s his company had warned the banks that the cheque guarantee card should

be a secure document. The banks then rejected the notion. When the CLCB called recently for fresh ideas from card-makers, Thorpe was able to show them one they had rejected 12 years before.

Last year the CLCB called for samples of secure card engineering. Thorpe turned to David Miller, who was obliged to point out that some features Thorpe wanted were just not possible yet.

Last November the two companies agreed to collaborate to design and develop a card that incorporates seven security features:

● Watermark magnetics. ● Rainbow colour printing front and back, to confuse any camera that attempts to separate out the colours in preparation for forging. (Security printing also makes extensive use of rare earth elements to leave markers by which forgeries can be readily identified.)

● A signature panel of absorbent paper (instead of the customary paper with a background pattern printed in security inks. Any attempt to float off the signature with a solvent—the most common kind of fraud—leaves an inky smudge.)

● A panel of intaglio printing, a technique available only to banknote printers, which gives the banknote its so-called "feel

of steel." Designed into this intaglio design is a latent image which can be seen only by viewing the card at a prescribed angle.

● Fluorescent printing that allows words like "VOID" to appear starkly when the card is viewed in ultra-violet light, or when copied by xerographic methods.

● Hidden graphics, including the use of micropointing which looks like lines until magnified.

● The thin film hologram. The hologram used is the development of the American Bank Note Company, U.S. parent of Bradbury Wilkinson, together with Du Pont. Subscribers to the National Geographic will find their March issue has a cover hologram of an eagle in flight produced by the technique. For the card, the hologram consists of mirror-like silver panel 0.5 in square encapsulating three different images at different "levels." Not only the image but its colour changes with the angle at which it is viewed.

John Thorpe sees the hologram as the "final identity and security feature—it serves both purposes." He does not claim that it cannot be forged, only that to forge large numbers of cards would require such a big investment in advanced laser photography as to make it uneconomic. It begins with the

need to sculpt a wax model of each of the images in the hologram, to the final size, for the camera to photograph by laser light. American Bank Note puts its investment at several million dollars.

Beyond the high-security cheque guarantee card, both engineers foresee years of development as optics and electronics interact more closely. The hologram—"an engraving at 17,000 lines to the inch," as Thorpe sees it—is clearly in competition with attempts to put silicon memory chips into cards to store data.

David Miller believes that within five years FMI Data will be able to put a good portrait of the owner on a card using its automatic photography. But top security situations this can even be taken to the stage of scrambling the picture but for mass-production it needs a more elegant way of transferring passport photographs electronically to the inside of the card.

Cost of manufacture is the obstacle at present. A standard plastic card costs about 10p to produce. The new high-security cheque guarantee card costs 25p-30p in mass-production. A card with a photograph of the owner costs about £1. A card with a photograph in the form of a hologram would cost about £100.

Atlas Copco Compressed Air Technology Profit from our experience Hermal Hempstead (0442) 6201

PRINTING

Cambridge Consultants improve ink jets

BY GEOFFREY CHARLISH

CAMBRIDGE CONSULTANTS, which is part of the Arthur D. Little research and consulting group based in Massachusetts, has developed methods which will keep the minute droplet-forming nozzles of ink jet printers clear.

It is an important development says ADL, because periodic blocking has restrained widespread commercialisation of the technique, which otherwise has great potential for flexible, high speed printing.

In ink-jet printing, a stream of very small ink droplets from a fine nozzle are deflected by a computer-controlled electrostatic field so that, as they strike the paper, they form characters or graphics. What appears on the paper is immediately alterable by change of computer program—the type font, for example. The system has another advantage of printing at very high speed on virtually any kind of surface.

Apparently the Cambridge labs have solved the problem

of clogging by developing new ink formulae and better filtering and jet-flushing techniques. According to Dr Graham Martin, senior consultant at CCL, the devices have enabled clients to run machines with up to 100 nozzles "with assured reliability." Martin thinks that similar techniques will be able to accommodate arrays with thousands of nozzles.

While ink-jet printers are not yet foolproof enough to replace for example photocopiers in the office environment, CCL says they are making inroads into the area of industrial printing. Already the company has developed a factory printing press that can create images on a continuous web of paper at 1.5 metres per second, controlled by a single operator equipped with a video display and keyboard.

Another design can reproduce both monochrome and colour photographs at a dot resolution approaching the quality of offset printing. More on 0223 358855.

UNIVERSITY RESEARCH

Cleaning up oil deposits

A HULL University chemist has been awarded a major grant for research which could boost the flow of precious North Sea oil.

Dr Robert Aveyard has been given over £79,000 by British Petroleum to investigate a new process which can be used to counter the astonishing inefficiency of oil drilling.

At present around two-thirds of crude oil is left behind in oil wells trapped in porous rock. However, Dr Aveyard is now investigating a chemical process designed to change the makeup of the oil as it is forced through the rock enabling more of it to be pumped to the surface.

The process uses detergents, similar to washing up liquid

which work off the surface tension between the oil and the salt water to reduce the pressure required to force the oil through the rocks. Many other researchers around the world are looking at similar techniques.

Dr Aveyard said yesterday: "It's an amazing fact that so much oil is left behind in the wells and the oil companies would obviously like to make the process more efficient. My work involves understanding the basic processing involved which ought to help them find a formulation to actually use in oil wells and boost production." The grant is to run for three years.

ENERGY

Cross-channel links

HONEYWELL Information Systems has been asked by the Central Electricity Generating Board to supply five minicomputers to share, with similar equipment in France, remote control of the 2,000 MvaWatt cross-Channel power link being jointly constructed by the CEGB and Electricite de France (EDF).

The link, due to start operation in two stages in 1985 and 1986, will supplement the generating capacity of the English and French electricity industry by switching current at the two systems' different peak times.

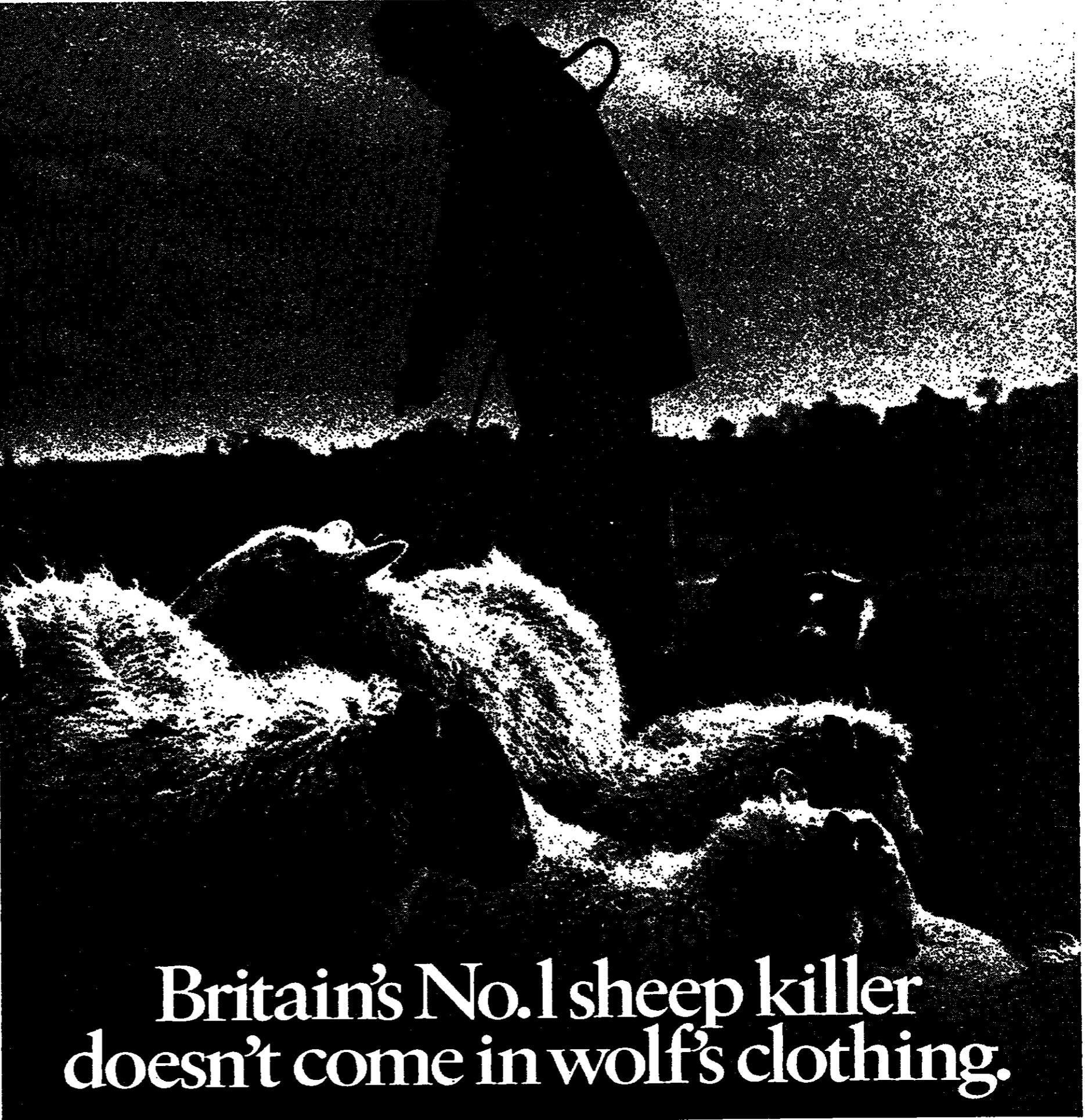
The power will be transmitted as direct current through cables entrenches in the bed of the English Channel, and terminating at Sellingle in Kent and Les Mandarins near Calais.

Supervision of the exchange will be controlled alternately by two computer systems at the

English grid control centre (in East Grinstead) and the French centre (at Lomme, near Lille). The supervisory control computers will communicate with the local control at Sellingle and Les Mandarins provided by other manufacturers.

These four locations and the national control centres in London and Paris will also be linked by a bilingual message system based on distributed real time interface equipment developed by Honeywell.

All component systems will be inter-linked through duplicated communications links to facilitate full integration and control of operations on both sides of the Channel. MAURICE SAMUELSON



Britain's No.1 sheep killer doesn't come in wolf's clothing.

It's a particularly virulent disease called pasteurellosis.

Usually, the first sign of it is the odd dead sheep in a field.

Within a fortnight it can literally decimate a flock.

In 50% of cases it proves fatal and for the rest, it means a chronic and lingering illness.

For the farmer, it all too often means a diseased and worthless carcass.

A million spent on research.

Seven years ago, our scientists at Milton Keynes set out to put a stop to all this. They worked hand in hand with the government-sponsored Moredun Institute.

Last August we were able to announce the fruits of their research. Heptavac-P, Ovivac-P and Ovipast, the first vaccines of proven efficacy against pasteurellosis.

All told, they cost us a million pounds in research and development costs.

They could save Britain's sheep farmers £4 million a year.

From Milton Keynes, one of several Hoechst sites for the development and production of vaccines, we'll be exporting to sheep-rearing countries all around the world.

Prevention is better than cure.

As the need for more intensive farming increases, so does the risk of infection and disease.

And, in our view, prevention will always be better than cure.

But it takes high technology and huge resources to win the battle.

Being one of the world's largest chemical companies, we're able to offer both.

If we all want food that's fit to eat, we have to keep our livestock fighting fit.

How else are we going to keep the wolf from the door?

We're spending £1 million a day on a better tomorrow.

Hoechst logo and name

We spend £1 million a day on research to produce better chemicals, pharmaceuticals, fibres, plastics, dyes, agrochemicals, veterinary products, reprographics and many other vital products. For the complete picture, please send for a copy of "Finding New Ways" to Hoechst UK Ltd, Publicity Dept., Salisbury Road, Hounslow, Middlesex TW4 6JH.

WHEN ONE OF THE LARGEST MULTI-NATIONAL TRADERS ASKED US TO SELL THEM DM9,000,000

long ban

nt dela Jaguar

The major company in question wanted to buy a large amount of Deutschmarks. In fact they needed so many that they thought it would be better to share the load across a number of banks, Barclays among them. But Barclays said 'no', because we knew that they would get a much better exchange rate if they put the entire transaction through a single bank. We're happy to say that they took our advice, and even happier to report that Barclays was the single bank they chose.

Room. Your call will be answered by a member of your team. So there's no need for time-consuming introductions and explanations. You get down to business straight away. This speed of service can give you the edge.

Better information means better advice.

Your dealer can advise you based on up-to-the-second information, literally, as the news arrives in

WE SAID NO.

the Dealing Room. He can also draw on data from 19 other Barclays Dealing Rooms around the world, as well as on local knowledge from Barclays branches in over 80 countries.

This range of information coupled with the team's knowledge of your business means that when they see market movements that could be to your advantage, they will contact you immediately with recommendations.

When did your current Foreign Exchange banker last do that?

If you would like to know more about the Barclays Foreign Exchange system and what it can do for you ring Brian Higgins, our Chief Dealer, Corporate Services, on 01-283 0909. Or write to him at Barclays Bank International Limited, 29 Gracechurch Street, London EC3V 0BE.

Your own team of dealers.

What they appreciated was objective advice based on our knowledge of their business. And we were able to give them this added insight because of the way we're organised to help our major clients.

If, like them, your potential foreign exchange dealings through Barclays total more than £20 million a year we will assign to your business one of our teams of six specialist dealers. Their job is to get to know you personally and to understand all the ins and outs of your Foreign Exchange needs.

A direct line into the dealing room.

We all know that in foreign exchange, the real value of information depends on the speed with which you can apply it. This is why we arrange for you to be able to telephone directly into our Foreign Exchange Dealing



BARCLAYS

FOREIGN EXCHANGE CENTRE

Guinness Mahon International Fund

1981 Top performer over 1 year

1982 Top performer over 2 years

1983 Now-top performer over 3 years

with total sterling return up 128.1%*

Guinness Mahon International Fund Limited, the first Channel Islands managed currency fund to be launched (in May 1980), has maintained its outstanding performance record by achieving the highest total return of any comparable fund over the past 3 years.†

Skilled Management

Guinness Mahon International Fund Limited is managed by Guinness Mahon Fund Managers (Guernsey) Limited. Guinness Mahon is a leading London merchant bank and member of the Accepting Houses Committee with considerable experience in the international management of currencies.

For a copy of the Prospectus of Guinness Mahon International Fund Limited (on the sole basis of which investment can be made) please send in the coupon below or ring Graham Bufton on Guernsey (0481) 23506.

Low Charges

Fees for the managed fund: 2½% initial charge and an annual management fee of ½%. There are no initial charges for the five currency funds, only an annual management fee of ¼%.

Our Individual Currency Deposit Funds

Five currency funds, which form part of Guinness Mahon International Fund Limited, are available for investors to earn wholesale market rates of interest on liquid funds. There is a choice of five currencies: US dollars, sterling, yen, deutschmarks and Swiss francs.

This advertisement has been placed by Guinness Mahon & Co. Limited an exempted dealer.

*Calculated as at 26/1/84, in sterling on an offer to offer basis including dividends reinvested.

†Money Management, December 1983.

Guinness Mahon International Fund Limited
To: Guinness Mahon Fund Managers (Guernsey) Limited, PO Box 188, St. Julian's Court, St. Julian's Avenue, St. Peter Port, Guernsey Channel Islands. Tel: Guernsey (0481) 23506. Please send me a copy of the Prospectus and an Application Form.

Name _____
Address _____

FT92



UK NEWS

MPs set to oppose Barclays reshaping

By Peter Riddell, Political Editor

THE BILL to permit the reorganisation of the Barclays Bank group of companies should obtain its second reading in the House of Commons on Wednesday - but only after an unusual public debate about the bank's affairs.

Three Labour MPs have already formally registered their opposition to the measure, while the Banking, Insurance and Finance Union (Bif), is urging MPs of all parties to oppose it.

The Bill is a private one since, in contrast to either a public or a private members' Bill, it affects a particular rather than a general interest.

The measure provides for a reverse takeover by Barclays Bank International (BBI) of its parent, Barclays Bank. After the scheme goes through, the names will be changed, leaving unaffected the position of the Barclays group as a publicly quoted company.

This unusual device is apparently the easiest way of merging the two entities which, Barclays says, will improve both co-ordination of administration and accounting systems and customer services.

Opposition to the Bill is also being mounted by critics of the bank's involvement in South Africa.

No radical reform in prospect for insolvency law

BY ALISON HOGAN

THE GOVERNMENT will publish tomorrow its long-awaited White Paper (policy document) outlining a revised framework for insolvency law.

The proposals will fall far short of the radical reform recommended by the insolvency review committee headed by Sir Kenneth Cork, which was set up by the Labour Government in 1977.

The Government will outlaw "cowboy" liquidators, as the Cork report recommends, through the introduction of minimum qualifications for insolvency practitioners.

The White Paper will also include proposals to increase the penalties against irresponsible directors, making them personally liable for their companies' debts when they have been wrongfully trading, and limiting the circumstances under which they will be allowed to set up another company.

However, the Government will not recommend a big overhaul of the insolvency procedures, which the Cork report described as "cumbersome, complex, archaic and over-technical".

It does, however, recognise the need to encourage the continuation and disposal of a debtor's business as a going concern and has adopted Cork's suggestion that the courts should appoint administrators to help a company in financial difficulties.

The administrator would have

the normal powers of a receiver and manager and be able to ban the disposal of assets for 12 months if the assets are necessary to keep the business going.

That is similar to the practice in the U.S. where a company can continue operating without having to pay any interest on its debts while it attempts to reorganise its capital base and stay solvent.

Cork proposed a reduction in preferential claims to ensure a fairer distribution of assets. The report says preferences for rates, income tax, and some other taxes should be abolished. As the result would be a loss of revenue for the Government, it is not expected to go along with the proposal.

The Government is more likely to bow to pressure to stop utility companies that provide services such as gas or telephones, from cutting off essential supplies to a company because of non-payment of bills when other creditors' demands have been temporarily suspended to allow the business to continue.

The Government has been slow to follow up the 460-page Cork report, which was published in June 1982, and there were widespread fears that it would be buried. But in October, last year, the Department of Trade and Industry bowed to persistent lobbying from Sir Kenneth Cork and announced that it intended to bring in legislation in 1983.

Call on Ford to consult workers

By John Lloyd, Industrial Editor

SHOPFLOOR leaders from most of Ford's European car plants have called for full consultation on all the company's plans, a ban on any investment in one country which leads to disinvestment in another and shorter hours throughout the company.

The plant leaders, meeting at the Transport and General Workers Union Eastbourne centre at the weekend, issued a statement which claimed that all the plants would act in mutual solidarity if the future of any was threatened.

The UK's Dagenham foundry and some petrol engine production the Republic of Ireland's Cork assembly plant and the Portuguese plants are the locations immediately at risk. The Ford unions in the UK have called out the 19,000 workers at Dagenham on strike over the planned closure of the foundry from next Monday.

Mr Bill Hayden, Ford's European vice-president in charge of manufacturing, has warned that the strike would further damage Dagenham's prospects. Mr Bernie Pashingham, a Dagenham convenor who organised the weekend conference of European stewards, said yesterday, however, that he expected a solid show of strength next Monday if the company did not return to negotiations.

Contested bid for London Brick by Hanson 'on knife edge'

BY RAY MAUGHAN

THE £247m contested bid for London Brick by Hanson Trust, the industrial holding company, is balanced on a knife edge. As one of the directors of a leading institutional shareholder in the brick manufacturer said at the end of last week: "This is the tightest bid for the last year. I do not know what our decision will be."

The investment managers of the institutional funds never usually make up their minds whether to accept a bid until the last moment. For many, the final decision will only be made today and no acceptances will be delivered until just before the deadline tomorrow.

But it was becoming apparent last Friday that several funds, notably those controlled by the life assurance companies, were deciding to reject Hanson's 18½p-a-share cash or 17½ nominal of loan stock terms.

The assurance companies have been described as the shop stewards of the investment industry and, as a group, were roundly attacked by the advisors to BTR for their initial failure last June to accept BTR's bid for Thomas Tilling.

Many arbitrage speculation positions were closed 10 days ago at 182p-183p a share when broker Hoare Govett, acting for Hanson, went into the market and lifted the bidder's stake in London Brick to 29.92 per cent, including the 2 per cent acceptances already disclosed.

But one director of a substantial institution said last week that the cash offer was "too close to the portfolio investment value of the shares. The convertible loan stock offer gets nearer but it is still short."

See Page 16

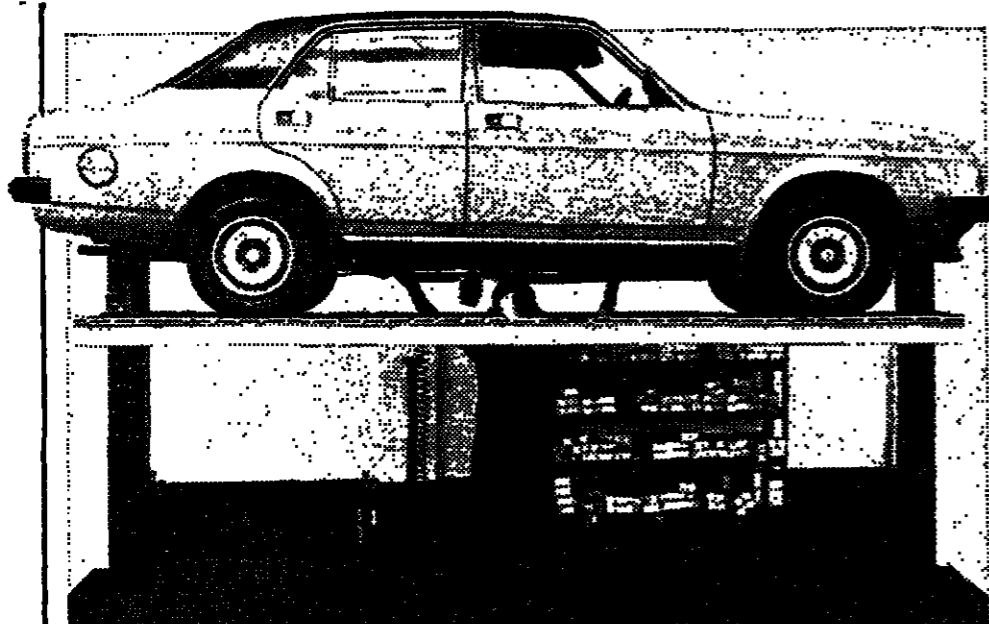
BT and Mitel in £25m deal

By Guy de Jongh

BRITISH TELECOM (BT) has contracted to buy at least £25m of products between now and March next year from Mitel, the Canadian telecommunications manufacturer.

The contract covers three small private branch exchanges (PBXs) already being sold to BT and two models of extension telephone. The equipment will be supplied from Mitel's plant in Caldicot, Gwent, South Wales and shipments will start immediately.

Mitel is guaranteed a minimum value of purchases, but the contract does not specify from the outset the precise quantities in which each type of product will be ordered.



Every company counts the cost of wages and raw materials but not every company considers the amount they spend on energy.

For it's not generally realised just how high a proportion of direct production costs it represents.

And when you consider the sharp rise in fuel prices over the last ten years you'll understand why energy costs should be the urgent talking point of boardrooms up and down the country.

Yet energy is one of the easiest resources to control once the full managerial weight of a company has been put behind it.

It is also true to say that those companies who have gained control over the amount of energy they use are now in a much more competitive position for the future. Hence the growing number

Do you really know how much it costs to keep them going?



of organisations who have taken the all-important step of appointing an Energy Manager. An Energy Efficiency Survey can help him provide an in-depth analysis of how his company can make the best use of its energy and can be 50% funded by the Energy Efficiency Office.

Others have turned to the Energy Conservation Demonstration Projects Scheme which has given them the relevant technical information needed to put through an energy-saving programme.

If you'd like more information on how your company can benefit from saving energy, together with more details of the ECDPS and EES schemes, fill in the coupon.

To: Energy Efficiency Office, PO. Box 702, London SW20 8SZ.
Please send me more information on how I can make better use of energy.

Name _____
Job Title _____
Address _____
Tel. _____
ENERGY EFFICIENCY OFFICE

UK NEWS

Brokers claim North Sea revenue underestimated

BY DOMINIC LAWSON

THE GOVERNMENT has underestimated its revenues from the North Sea, according to stockbrokers Scott Goff, Hanson. In their UK Oil and Gas review, published today, the brokers predict that gross government revenue from the North Sea in the fiscal year 1983-84 will be £9.7bn, as against the £8bn forecast in the Chancellor's autumn statement.

They point out that at the time of the last budget, the Government forecast North Sea revenues for 1983-84 at only £8bn and that Scott Goff had also judged that figure to be too low.

The brokers go on to forecast that gross revenue from the North Sea will amount to £10.4bn in the fiscal year 1984-85, £900m more than the Government's own estimate. They say that Government revenues from the North Sea will peak in real terms in 1986-87.

The report estimates that development on North Sea developments will be £3.3bn this year, up from £2.4bn in 1983. It considers that UK oil production will be 2.5m barrels a day this year, as against 2.2bn b/d in 1983. The brokers say, however, that production will peak in 1985 and then go into steady decline.

The brokers believe the tax con-

cession in the last budget will be reflected in a growing number of oil and gas discoveries and an acceleration in the plans of companies to develop their discoveries.

Enterprise Oil, the North Sea oil arm of the British Gas Corporation due to be floated on the stock market later this year, will be active in acquiring other companies, according to the report.

Looking at companies already quoted on the stock market, the report recommends Carless Capel, Charterhouse Petroleum, Cycle Petroleum, Goal Petroleum, Lazenby and Saxon. It feels that Cliff Oil, Hudson, and Tricentral are "unattractive in relation to opportunities elsewhere in the sector."

On the international front, Scott Goff believes that the outlook for crude oil prices remains unexciting for the foreseeable future, and that in the next five years Opec can hope for no more than maintained levels in real terms.

The British Gas Corporation has come up with new and ever more ingenious ways to delay the forced sale of its £160m stake in the Wythch Farm oilfield in Dorset.

British Gas is seeking guarantees from the bankers of the Dorset Bidding Group, the buyers, in the event that any of the companies in the

group goes into liquidation.

The draft of the Wythch Farm deal provides that the Dorset group, consisting of Tricentral (35 per cent), Premier Consolidated (25 per cent), Carless Capel & Leonard (15 per cent), Clyde (15 per cent) and Goal (10 per cent), pay £60m initially and a further £80m when production from the oilfield reaches 20,000 barrels a day for 45 days uninterrupted.

British Gas wants the bankers behind the bidding companies to guarantee that those payments will be met even if one or more of the companies is liquidated. In addition, British Gas wants the banks to guarantee that they will ensure that all the licence obligations of the companies will be met after any liquidation.

The second objection from British Gas concerns its relationship with BP, which holds the other 50 per cent of the field, and which will operate it when British Gas relinquishes its stake.

Under the terms of the British Gas/BP partnership there is an indemnity clause designed to compensate BP against any errors committed by British Gas as operator.

British Gas wants release from the indemnity clause from the day that it ceases to be operator.

Taxation burden 'heaviest on poor'

By John Lloyd, Industrial Editor

THE POOR in Britain are now the most heavily taxed in Europe, according to a new report from the Low Pay Unit.

Taxes on the wealthy have declined sharply since 1979 to a point where they contribute only 3p in the pound, 25 per cent less than five years ago.

Taxes on the average family however have increased by 6 per cent over the same period, while the low paid have seen their tax bill double.

Britain has a higher starting rate of tax on the low paid than any other EEC country, according to the report. It is also higher than that applied in the U.S., Canada or Japan.

The report appears at a time when the Chancellor of the Exchequer is expected to take a number of the low paid out of the tax system, or "poverty trap," in next month's budget.

Growth in average earnings could pose a threat to the Government's hopes of holding down inflation without choking off economic recovery, the stockbrokers Simon & Coates, says in its latest review of the British economy.

Government faces tax ruling challenge

BY NOR OWEN AND PETER RIDDELL

THE GOVERNMENT will be challenged this week to explain and to reverse the Inland Revenue's decision to tax building societies' profits from trading in gilt-edged securities (government stocks) at the full corporation tax rate.

The move has already been strongly criticised by MPs of all parties, and the Labour Party will this week consider whether to attack the Government on this point in the House of Commons.

Dr Oonagh McDonald, one of Labour's economics team, said the tax move could affect the amount of interest people paid on their home loans. The matter is also likely to be considered by the all-party Treasury and Civil Service Committee of the House of Commons. Mr Terence Higgins, its chairman, said at the weekend he would be consulting his colleagues on the committee about the need to investigate the extraordinary timing of the announce-

ment and the disorder it caused in the gilt-edged market at the end of last week.

The committee will have the chance to examine the implications of the decision when it takes evidence from Treasury and Bank of England officials after the budget next month.

Defending the decision during a week-end visit to Chesterfield in the by-election campaign, Mr Patrick

Jenkin, Environment Secretary, said the Inland Revenue had been "perfectly entitled" to take such a decision.

He tried to dampen fears that the move would hold up the hoped-for cut in the mortgage rate. Mr Jenkin suggested that any mortgage rate decision was more likely to be influenced by the level of interest rates generally than by any marginal change.

Action group set up by Volvo car owners

BY OUR MOTOR INDUSTRY CORRESPONDENT

THIRTY-SIX Volvo car owners whose 300-series automatics have been involved in mysterious incidents formally set up a Volvo Owners' Action Group at a meeting in London last week.

It is probably the first time a group of this kind has been formed in Britain, although similar organisations are quite common in the U.S.

Some 126 people involved in incidents with Volvo 300 automatics have been in touch with the action group and will be invited to join now it has been formally constituted.

Most complaints have been of cars setting off at speed from a standing start. Volvo Concessionaires, the Lex Group subsidiary

that imports the cars, last year had the cars independently investigated by the Motor Industry Research Association and the Department of Transport, but no manufacturing or design defect was found, nor could the accidents be re-created under test conditions.

At the action group meeting, however, it was suggested, that the problem might be caused by the throttle cable kinking near the accelerator pedal. One member said he had re-created the conditions on a test bench, and the throttle cable snapped back into position at a simple touch. That might be the reason no fault could be found when cars had been checked after accidents, he said.

NFC announces large share revaluation

BY GARETH GRIFFITHS

THE employees who bought £1 shares in the National Freight Consortium (NFC) two years ago, have seen their shares revalued to £2.80, the consortium's annual meeting was told on Saturday.

About 2,000 of the 13,000 employee shareholders went to the AGM held at Wembley Conference Centre in London. The latest independent share revaluation means the average shareholder who purchased £700 worth of shares now has an investment worth £3,640.

NFC intends to have the nominal unit value of each share from £1 to 50p in order to increase the total volume of stock and to encourage more widespread purchase of shares by the rest of the employees

in the 23,000-strong workforce.

NFC employees, their families and pensioners now own 62.7 per cent of the equity and the banks 17.3 per cent.

Sir Peter Thompson, the NFC chairman, said there would be an extraordinary general meeting to discuss any final decision on the proposed involvement in a consortium that wants to buy Sealink, British Rail's ferry subsidiary. The Sealink deal was an exciting possibility and would help NFC to become a more broadly based international transport group.

Charterhouse Japhet, the merchant bank that assembled the consortium, approached NFC nine months ago.

Doubts surface on Reuters' share restructure plans

BY CHARLES BATCHELOR

THE REVISED share structure of Reuters, the international news agency, is unnecessarily complicated and may present many investment managers with a difficult choice about whether to subscribe for the shares.

This was a widespread reaction in the City of London to the announcement from Reuters last week that 25 per cent of its shares would be reserved for its existing newspaper shareholders with four times the voting rights of the shares to go on offer to the public.

Whether investment managers' distaste for unequal voting rights attaching to different classes of share means that they will refuse to subscribe, for fewer shares or expect the price to include a discount is unclear, however.

The next 2½ months up to the planned mid-May flotation will in any case be a period of intense activity among pension funds, insurance companies, stockbrokers and investment trusts over the merits of the new share structure.

Apart from City of London doubts about the proposed flotation, Reuters will also have to contend with continued criticism from a small number of Labour MPs and concern among its own workforce about the company's share incentive scheme for senior managers.

Mr Conor Fahy, an analyst with stockbrokers Feather & Greenwood, said: "The share structure of Reuters is so complicated it will affect the share price. It is rather like the horse designed by a committee - they have produced a camel. By having both A shares with extra voting rights and a founders' share controlled by the trustees they have gone in for overkill."

Mr Eric de Bellaigue of stockbrokers Grenfell & Colegrave said: "The restricted voting rights of the ordinary shares must be regarded as having a marginally negative influence."

A number of investment managers also expressed doubts about the plan. "The chaps who put up the money should have the votes," said one.

A number have bitter memories of trying to influence the boards of companies which have normal share structures and do not relish the prospect of contending with a company where their powers are restricted from the start.

They are keen to remove some of the mystique which has grown up around Reuters. The company does not have a monopoly in its field and is vulnerable to the entrance of new competitors in its markets, they said.

Institutions might voice their displeasure by refusing to underwrite

the share issue although they would be willing to take up the shares.

They could also instruct managers of their active portfolios, who are given great freedom to seek out attractive special opportunities, to avoid the Reuters shares. The managers of passive portfolios, who aim to keep their yields in line with the FT All-Share Index, would probably have to include the stock in their lists however, given its likely importance in its sector of the stock market.

Analysts agreed, however, that while some institutions might be barred by their trust deeds from investing in restricted voting shares, other factors will have a stronger influence over the willingness to invest.

Reuters' rapidly growing profits will be a major incentive. Pre-tax profits at the news organisation rose 123 per cent to £36.7m in 1982 from £16.4m the year before. Mr Nicholas Ward of stockbrokers Henderson Crosthwaite forecast a 1983 pre-tax profit of £50m last November, but said he now expects profit of £60m-£65m.

Reasons for the upward revision were the buoyancy of world financial markets - to which Reuters sells its electronic business information services - and the recent strong performance of companies such as Exel and Datastream, which also distribute financial information.

Mr Fahy said he expected Reuters to announce a 1983 profit of £55m, rising to £75m-£80m in the current year ending in December. The success of the Reuters flotation, which is expected to be carried out in both London and New York, will also depend on the numbers of shares on offer.

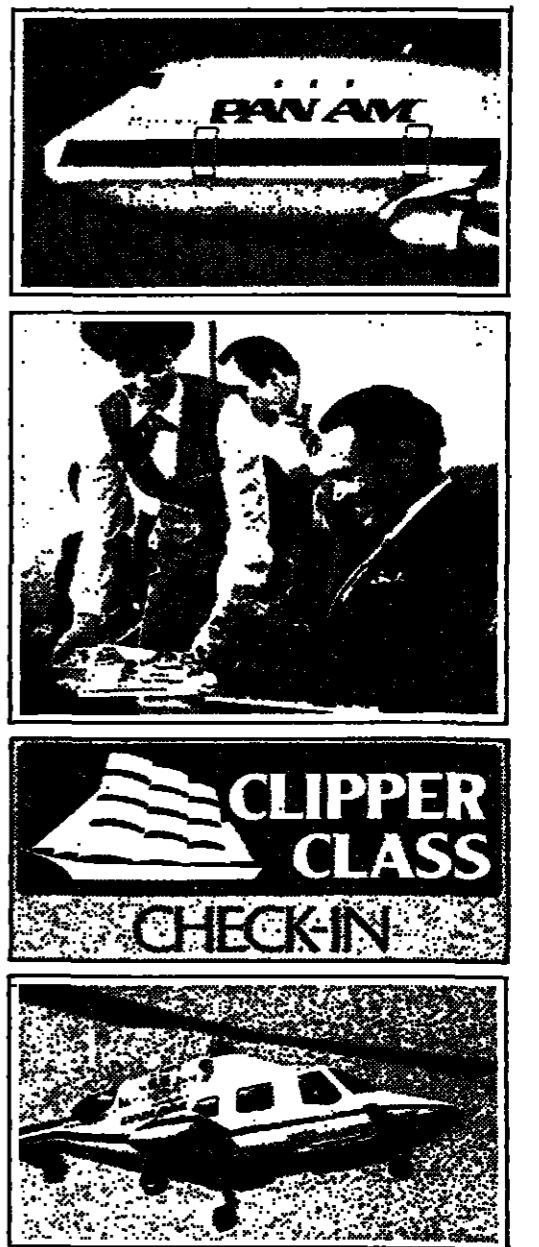
The public offering will be made from the B shares, which will comprise about 73 per cent of Reuters total equity. No decision has yet been taken on how many will be placed.

This will depend partly on how many new shares are created by Reuters to meet its own funding requirements, and how many shares the existing newspaper owners are willing to sell.

Analysts generally expect no more than 25-33 per cent of the shares to be placed. Any more and investors' willingness to subscribe, particularly in the light of the limited voting power, would be overtaxed, they said.

Much will also depend on the time limit set on any further sale of Reuters shares if the company and its financial advisers decide to place the shares in more than one tranche.

Ten Reasons Why Pan Am Clipper Class Is In A Class By Itself.



Nuclear treaty may be broken, inquiry told

FINANCIAL TIMES REPORTER

THE INSPECTOR at the Sizewell B inquiry is being asked to reject the power station plan because of the alleged risk of the nuclear non-proliferation treaty being breached.

The environmental pressure group Friends of the Earth has told the Inspector, Sir Frank Layfield QC, that the Westinghouse Corporation of the United States could try to use a loophole to sell its pressurised water reactor to customers forbidden under U.S. law.

Mr Walt Patterson, a witness for the group, claimed the go-ahead for Sizewell B, which is based on the reactor developed by Westinghouse, would open the way for the corporation to benefit from export con-

tracts by virtue of UK complexity thereby evading U.S. restrictions.

Mr Patterson said international nuclear commerce was conducted with inadequate safeguards against weapons development. He said a go-ahead for Sizewell B would indicate the British Government's endorsement of efforts by Westinghouse to circumvent its own national legislation controlling nuclear exports.

But Mr Patterson told Lord Silsoe, leading counsel for the Central Electricity Generating Board that he was not suggesting that the UK nuclear industry would deliberately help Westinghouse find loopholes in U.S. law.

YOUR OWN SPECIAL CHECK-IN. ACROSS THE ATLANTIC YOU ALWAYS TRAVEL IN BIG ROOMY 747's. HERE YOU FEEL PAMPERED AND TOTALLY AT EASE. SEPARATE CABIN THAT GIVES YOU PEACE AND PRIVACY. SPACE TO SPREAD OUT AND WORK, OR RELAX. FINEST INTERNATIONALLY ACCLAIMED WINES AND CUISINE FOR YOU TO ENJOY. THE DRINKS. THE MOVIES. THE MUSIC. ALL ARE COMPLIMENTARY, OF COURSE. SPECIAL BAGGAGE HANDLING - SAME ALLOWANCE AS FIRST CLASS. YOU CAN FLY PAN AM CLIPPER® CLASS TO NEW YORK, WASHINGTON DC, MIAMI, LOS ANGELES, SAN FRANCISCO, SEATTLE, TAMPA, HOUSTON AND HONOLULU. FREE HELICOPTER SERVICE FROM THE WORLDPORT JFK, TO MANHATTAN AND NEWARK.

Call your Travel Agent or Pan Am for details on: London 01-409 0688; Birmingham 021-236 9561; Manchester 061-832 7626; Glasgow 041-248 5744; Prestel 215747.

 Pan Am. You Can't Beat The Experience.®
Helicopter service is operated for Pan Am by Overflight Helicopter Services Inc.

UK NEWS

LONDON BUSINESS SCHOOL'S ECONOMIC OUTLOOK

Inflation rate expected to stay around 5% in next three years

BY MAX WILKINSON, ECONOMICS CORRESPONDENT

THE LONDON Business School has become considerably more optimistic about the Government's chances of holding back the forces of inflation for the rest of this Parliament.

In its latest forecast, published today, the school's centre for economic forecasting suggests that the inflation rate will remain at about 5 per cent until 1987. It is predicting that the yearly increase in the Retail Price Index (RPI) will be 5 per cent towards the end of this year, falling to 4½ per cent by the end of 1985 then rising to 5½ per cent in 1987.

This forecast, which partly reflects a much improved financial section of the centre's model of the economy, is accompanied by a firm re-emphasis of the role of monetary discipline in tackling inflation.

The new prediction is a substantial change from the last forecast published in October, when the centre said the inflation rate (measured by consumer prices) would rise steadily to 7½ per cent by 1987. This prediction has been revised to just under 6 per cent. These figures are slightly higher than the inflation rate measured in terms of the RPI, which was not previously predicted by the centre.

The extent to which the inflation rate has fallen in the last two years

has surprised the school in common with most other forecasters. It thought that the persistently high growth of the money supply would lead to some acceleration of the inflation rate.

It now believes, however, that much of the growth of different measures of the money supply, particularly sterling M3 (cash and bank balances) has reflected changing financial behaviour rather than an underlying acceleration in the demand for money.

The school believes that behind these notoriously confusing signals given out by the monetary statistics policy has remained fairly tight. Its latest projections are based on the belief that the Government will maintain tight financial policies as an overriding priority, if the inflation rate should show signs of going above about 5 per cent.

The school thinks that in the short term these tough anti-inflation policies would involve some slight penalty by depressing output growth below what it would otherwise have been, and this is reflected in the forecast.

Nevertheless, it believes that a stable inflation rate can be consistent with continued moderate growth in the economy and a slow reduction in the number of people

unemployed from an adult total of 3m in 1983 to 2½m in 1987.

The combined effects of a fairly tight monetary policy, moderate inflation and a slower rise in average earnings would help to keep the pound steady on the foreign exchange during the period. This would tend to keep import prices from rising in sterling terms and would, therefore, help in its turn to keep the inflation rate steady.

This view of the future is in contrast with the more pessimistic outlook of the National Institute of Economic and Social Research published last week. The institute believes a less virtuous circle of cause and effect will be established - a rise in import prices raising domestic inflation and giving an upward push to wage settlements.

The rising UK inflation would in turn tend to depress sterling. On this view the institute is predicting an inflation rate of nearly 8 per cent by the end of next year.

The London Business School, while disagreeing with this outlook, acknowledges the uncertainty.

Economic Outlook from the London Business School Centre for Economic Forecasting, Gower Publishing, Gower House, Croft Road, Aldershot, Hampshire, GU11 3HR. Subscriptions: UK £20, Europe \$170, all other territories \$210.

FORECASTS FOR THE UK ECONOMY

	annual percentage change				
	1983	1984	1985	1986	1987
GDP average of output and expenditure measures	2.7	2.8	2.1	1.7	1.2
Consumer spending	3.7	2.6	1.9	2.0	1.7
Exports	1.3	4.8	3.2	2.6	2.1
Imports	5.4	6.2	2.5	3.7	3.2
Retail Price Index (fourth quarter except 1986 and 1987 which are average for year)	5.0	5.0	4.5	4.8	5.8
Unemployment (adults, million)	3.0	2.9	2.8	2.6	2.5
Current account of balance of payments (£bn)	1.7	0.0	1.5	1.5	0.5
Public Sector Borrowing Requirement (financial year £bn)	10.8	8.2	7.3	6.2	6.0

Hopes rise for new technology agreement

By David Goodhart, Labour Staff

THE CHANCES of a national enabling agreement for single-keyringing in the provincial newspaper business have been given a substantial boost.

The National Graphical Association, the main printing craft union, and the Newspaper Society, the provincial press employers' body, formally agreed to a five-year survey of the manpower effects of single-keyringing.

That agreement had been expected but none the less opinion on both sides of the industry is now far more optimistic about doing an overall deal than was the case six months ago. The talks on single-keyringing - launched by the employers at the end of 1982 - have, however, barely begun.

The new technology also raises the spectre of inter-union conflict between the NGA and the National Union of Journalists (NUJ) over the editing of copy on visual display units and over page make-up.

The Newspaper Society has had preliminary talks with both the NUJ and Sogat and Mr Tony Dubbins, general secretary-elect of the NGA, said last week that he hoped that all three unions could sort out their differences. Even if that is possible the NGA itself still has major reservations.

The reason is clear. The Newspaper Society has admitted that if the unions accepted a national agreement, about 35 per cent of the Society's 1,100 titles would be using single-keyringing within four years. The employment implications for the 11,000 NGA members in provincial papers have yet to be formally calculated but it is generally agreed that a substantial number of jobs could be lost.

New pollution legislation urged

David Fishlock, Science Editor, examines a report on progress in pollution control which recommends an international review of dumping in the North Sea.

NEW LEGISLATION to curb pollution from straw burning by farmers and smoke from diesel engines are among the 52 conclusions and recommendations of last week's wide-ranging report from the standing Royal Commission on Environmental Pollution.

Its appraisal of Britain's progress in pollution control in the last 10 years ranges from praise for the safety record of the nuclear industry to concern about the use of the North Sea as an industrial waste dump, and about the pollution potential of newer industries such as electronics and bio-engineering.

Straw burning - widespread public criticism last year helped to draw attention to a form of pollution "which we believe calls for more reliable methods of control if it is not to become a regular problem", the report says.

The commission wants the Government to announce a ban on the burning of stubble to take effect in five years. It believes that only such a measure will oblige the "necessary investment to develop ways for the profitable use of the surplus straw", for example as animal feeds, fuels, or soil conditioners. It also recommends more Government research into these uses.

Motor vehicle exhausts: The ideal engine would emit only water vapour, carbon dioxide and nitrogen - all harmless. In practice engines also emit nitrogen oxides, carbon monoxide, hydrocarbons and particulates, including lead. Exhausts are the main source of air pollution by these agents, the report says.

It warns the Government that, in implementing its intention of introducing unleaded petrol, no increase should be permitted in cancer-causing hydrocarbon emissions from vehicles. The report also finds smoke emissions from diesel engines "in many circumstances at an unacceptable level." It urges more Government research into electronic engine control for diesels, and better methods

of assessing smoke emissions from diesels. The commission recommends new legislation "to enable local authorities to take proceedings directly against operators of vehicles emitting excessive smoke."

Acid rain: The report acknowledges "uncertainties over the origins and effects of acid deposition," but says 63 per cent of sulphur dioxide and 46 per cent of nitrogen oxide emissions in Britain come from power stations.

The Royal Commission accepts estimates from the Central Generating Board (CEGB) that the gas desulphurisation - "the best developed technology" - to remove sulphur dioxide alone will add about 10-15 per cent to the generation cost of coal-fired power stations, and increase electricity costs overall by about 6 per cent.

The report recommends a high priority for further research on acid deposition, "in particular the causes and effects, on the interaction with other pollutants, and on remedial action."

It also urges the CEGB to make pilot studies in the next five years of the technologies already available for reducing sulphur dioxide emissions. It argues that this would be prudent "not least to gain appropriate technical experience and to encourage relevant innovations in British industry." It would also avoid the risk of expensive crash programmes using imported equipment.

Energy production: The report endorses the statement made in an earlier review from the Royal Commission, their sixth report on nuclear energy in 1976, namely that it favours "an energy strategy that offers the prospect of least environ-

mental harm." It urges highest priority for an appraisal of alternative energy scenarios "in preparation for a possible progressive shift away from fossil fuels."

The commission praises the safety record of the nuclear industry and says that until the UK finds "a secure and environmentally attractive alternative it would be wrong to discard the expertise gained from several decades of nuclear power development."

It supports a "modest increase in nuclear power capacity as part of a strategy for reducing dependence on fossil fuels as a primary energy source and for reducing the polluting effects of their combustion."

The report acknowledges that a "rapid extension" of nuclear capacity may emerge as the best way of reducing atmospheric pollution from energy production. But it urges the Government to heed the principles of its sixth report, particularly on safety and radioactive waste disposal.

Pollution at home: Because of recent public concern, the report looks at the previously neglected subject of indoor air quality in detail. It finds that although people are exposed to "a very wide range of substances contaminating the air in their homes and in other buildings," the risks are small, with the exception of tobacco smoke.

Radon in homes: Radon, a naturally occurring radioactive gas which seeps from the ground, is the "single greatest source of radiation to the general public," providing about one third of the annual dose. But recent measures suggest that about 1,000 British homes may be 10 times as radioactive as the average from this source.

The report's concern lies with increasing custom to seal homes against heat leaks, which also seals in the radioactive gas. It recommends that priority be given to finding effective remedial measures for existing houses where radon concentrations "are such as to cause anxiety" and preventative measures for new homes.

It urges that Britain should adopt the same design limits on radon concentrations in new homes as apply in Sweden and the USSR.

Formaldehyde in homes: Despite recent publicity of the alleged hazards of the gas seeping from cavity wall insulation, the report sees no justification at present for further regulations on the use of formaldehyde or the ending of its use in cavity wall insulation.

Asbestos in homes: It acknowledges the widespread public concern about asbestos in old buildings and power stations but finds "no appreciable risk to the general public from exposure to asbestos in household articles or in other products containing white asbestos provided they are in good condition." But it warns builders and DIY enthusiasts that they may be put at risk during house improvements.

The report calls for an independent international review of the dumping of industrial wastes in the North Sea. Although the commission has found no substantial threat at present, it believes the future health of the North Sea "cannot be assured if the present pressures increase." The report also recommends further studies on the input and effects of contaminants to the Irish Sea.

Britain's beaches are another serious worry. The commission wants the Government to set an early date, "at least within five years," for the cessation of all tipping of colliery waste on Britain's shorelines, with plans for cleaning up the beaches affected.

Royal Commission on Environmental Pollution, Tenth Report, Tackling Pollution - Experience and Prospects, Cmnd 9148, HMSO, £10.75.

Companies break down barriers to new working practices

BY DAVID GOODHART, LABOUR STAFF

A GROUP of more than 50 leading companies is encouraging the introduction of radically new working practices in manufacturing industry.

The companies have been part of an experiment conducted by the Technical Change Centre aimed at breaking down the historic barriers between craft skills in the process industries. They include companies such as BP, Cadbury Typhoo, Allied Breweries, ICI, Rolls-Royce and Blue Circle Industries.

Dr Michael Cross, senior re-

search fellow at the centre, said many of the companies had used the workshops to compare notes on agreements they had negotiated for multi-skilled craftsmen, combining craft and process jobs and creating new skilled-unskilled hybrids.

He added: "These agreements are now spreading quite fast among a group of leading companies. Whereas in the past companies have got good agreements on paper but not been able to apply them, these agreements appear to be sticking." The centre has been monitoring

67 sites owned by 51 companies (most of them workshop participants) where breakthrough agreements have been achieved.

The centre estimates that the new agreements already cover a total of 150 sites - chiefly in the food and chemical industries - employing 150,000 people.

That is still only a small corner of manufacturing industry, but the researchers believe the size and importance of the companies involved will ensure a rapid spread.

Second bid for transatlantic cheap flights

By Michael Dome, Aerospace Correspondent

LOW-FARE competition on the North Atlantic air route may increase substantially this summer if a new airline, British Atlantic Airways, is granted a licence to fly between Gatwick (London) and Newark (New Jersey) at a public hearing this week.

British Atlantic, subject to UK Government approval, plans to offer an introductory single fare of £99 between June 15 and 30, rising to £119 from July 1 to September 15, with a weekend surcharge of £10 on Friday, Saturday and Sunday flights.

People Express, the low-fare U.S. airline, already serves the route, and will be charging £100 single this summer. Mr Donald Burr, chairman of People Express, has said that he would welcome competition from British Atlantic, believing that it will stimulate more traffic.

British Caledonian Airways, which holds a London-New York licence, but does not use it, is objecting to the British Atlantic bid, but British Airways is not.

In its detailed submission, British Atlantic says that in the first full year of operation it would expect to carry about 185,000 passengers on the route, compared with 224,000 carried by People Express.

The latter airline, which started operations on the route early last summer, had carried 110,000 by the end of January and plans considerable expansion this summer, with its existing frequency of five flights each way a week rising to a daily service from March 30.

British Atlantic plans to fly daily, using a Boeing 747 with 480 seats, all economy class. There will be no reservation restrictions, but full payment must be made on booking, and no refunds will be given.

This will be British Atlantic's second bid for a North Atlantic licence. An earlier bid, for a specialist business-class service, was rejected by the Civil Aviation Authority but is to be reheard after an appeal to Mr Nicholas Ridley, Transport Secretary.

Collector's item



This little beauty (circa 1980s) is what we at Dr Barnardo's know the value of. You may have some in your attic (or even in your pocket). They're worth more than you think, especially to the 9,000 plus handicapped and deserving children we help every year. Add to our collection, please. Even if they're not in mint condition, we'll soon have them in working order. Our house to house collection takes place between 5th-17th March.

If however you don't receive an envelope but still want to help please use the coupon below to send your donation to:

Nicholas Lowe, Appeals Director, Dr Barnardo's, Tanners Lane, Backingside Ilford Essex IG6 1QG.

Please accept my donation of to help over 9,000 children.

Name

Address

You can make your donation by telephone if you have an Access or Barclaycard. Just ring Telecard on 01-200 0200, quoting your card number and Barnardo's Room No 161.

Barnardo's



For full details phone Don Brydon or Alan Edwards on (0642) 222279.

MORE LIVE CONTACTS. FEWER DEAD ENDS.

'That's the difference'



When it comes to developing a new overseas market, few things can save as much time as the right introduction to the right person.

And offering you that, is just part of the Standard Chartered difference.

We're part of the economic life of over 60 countries; so we can be unusually helpful in spotting business opportunities, as well as guiding you through the problems.

And once you've got the business, the difference continues to be just as useful. With 1,900 branches worldwide, we can speed payments very substantially.

With fast communications, we can make effective cash management a reality. With 18 currency dealing centres covering the world 24 hours a day, we can offer you some remarkably professional and competitive dealing.

And with the rest of our services, developed over 130 years' specialisation in financing international trade, we can offer you a practical and profit-orientated approach to overseas business that will match your own.

Discover the difference. Call any Standard Chartered Bank branch for details.

Standard Chartered

Direct banking, worldwide

Head Office: 10 Clements Lane, London EC4N 7AB.

THE ARTS

Architecture/Colin Amery

England's achievement

Back in 1959 the artist Julian Trevelyan visited Malta and produced his colourful etchings which evoked so succinctly the character of that stoney island.

Malta, fortunately, has one more incomparable asset, namely the distinguished architect who has had a considerable impact on the buildings of the island—Richard England.

It is possible to assess his work in London at the moment at an exhibition he has designed at the London Building Centre, Store Street, London WC1, open until March 9, and also in a new book—'Connections'.

What emerges with intense clarity from both the exhibition and the book is that the architecture is a success because it is built as a direct response to the island's landscape and materials.

Malta, fortunately, has one more incomparable asset, namely the distinguished architect who has had a considerable impact on the buildings of the island—Richard England.

boom, when so many architects succumbed weakly to commercial pressures. His earliest designs for hotels and holiday accommodation established on the island a new version of the Mediterranean vernacular.

Back in 1959 a report was compiled on the suitability of the island as a home for the Knights of St John. It described the qualities of Malta thus: "Residence appears extremely disagreeable... an island merely a rock six or seven leagues long, three or four broad, the surface of which is barely covered with an earth unfit to grow corn or other grain."

Malta, fortunately, has one more incomparable asset, namely the distinguished architect who has had a considerable impact on the buildings of the island—Richard England.

What emerges with intense clarity from both the exhibition and the book is that the architecture is a success because it is built as a direct response to the island's landscape and materials.

Malta, fortunately, has one more incomparable asset, namely the distinguished architect who has had a considerable impact on the buildings of the island—Richard England.

that England designed in 1970 is a good example of the adaptation of a complex series of modern requirements to a form that appears to belong to the landscape.

The more recent Aquasun Lido seems to me much less of an attempt to fit in—it is more like a conscious work of art—placed exactly where it belongs.

Malta, fortunately, has one more incomparable asset, namely the distinguished architect who has had a considerable impact on the buildings of the island—Richard England.

What emerges with intense clarity from both the exhibition and the book is that the architecture is a success because it is built as a direct response to the island's landscape and materials.

Malta, fortunately, has one more incomparable asset, namely the distinguished architect who has had a considerable impact on the buildings of the island—Richard England.

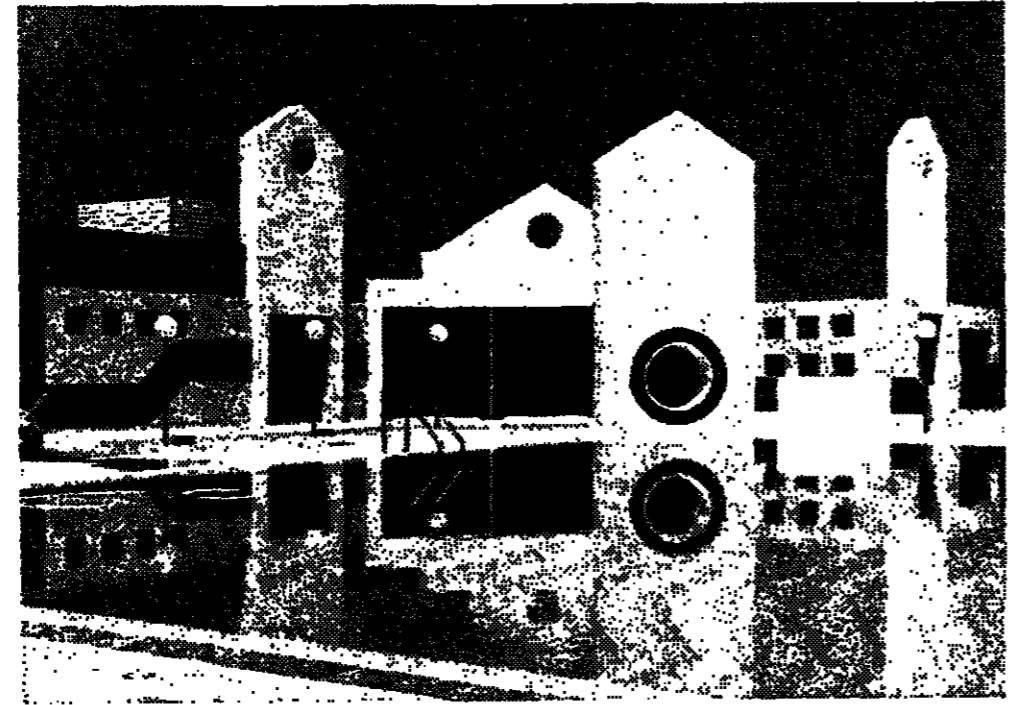
pointed walls in a sheet of clear water inevitably remind the visitor of the world of De Chirico or Louis Barragan—a close weave of surrealism and nature.

There is much to learn from the appropriateness of Richard England's architecture. He understands the feel of places where he builds and evokes their poetry.

Malta, fortunately, has one more incomparable asset, namely the distinguished architect who has had a considerable impact on the buildings of the island—Richard England.

What emerges with intense clarity from both the exhibition and the book is that the architecture is a success because it is built as a direct response to the island's landscape and materials.

Malta, fortunately, has one more incomparable asset, namely the distinguished architect who has had a considerable impact on the buildings of the island—Richard England.



The Aquasun Lido at Spinoia, Malta, designed by Richard England

Different Drummer/Covent Garden

Clement Crisp

In turning to Büchner's Woyzeck as subject for his new ballet, Kenneth MacMillan has, like editors of the text and producers of the play before him, organised the disjoint material of the original for his own thematic purposes.

There results an emotional climate of unrelieved horror, a totipotency led by the strutting Captain and the crazed Doctor (superb portraits from David Drew and Jonathan Burrows), with the stutish Marie (Alessandra Ferri) and the sexual opportunist Drum Major (Stephen Satterfield) at the head of a whirling horde of soldiers and their whores, all racing through Woyzeck's bemused head.

The BBC's contribution to the current Elgar celebrations was fascinating—not solem or strait-laced, as in the anniversary-conscious days such events tend to be, but well and carefully addressed both to its subject and to television's peculiar abilities and failings in focusing on music and musicians.

This sense of being abandoned endlessly in eternity. This loneliness. But MacMillan's Woyzeck (in an amazing, desperate and wholly compelling reading by Wayne Eagling) has not even the resources of Fatherland, love, religion, art. He is as manipulated as the Bunraku puppets of Rituals, and it is to MacMillan's great credit that from the tormenting and tormented images that crowd the stage, he has marshalled a haunting narrative that reverberates in the mind long after curtain-fall.

The torments inside Woyzeck's mind are shown to us as phantasmagoria. He is the brute soldier used for medical experiments; he is obsessed with decapitated heads; he has visions of the deposed Christ, whose feet Marie as the Magdalen wipes with her hair.

Marie as their spirits are reunited, while the Captain and the Doctor wheel their earthly remains across the stage on mortuary trolleys. More fascinating though, than MacMillan's use of his dramatic material is the dance imagery he has devised. He has rarely ventured so daringly before, though I would cite the last act of Anastasia as a forerunner of the ballet's shape, and some of the darkest moments of Isadora (the grief durt of Marie Duncan and Paris Singer) and Valley of Shadows (the concentration camp scenes) as indications of his ability to find movement that becomes the physical essence of suffering.



Alessandra Ferri and Wayne Eagling

Marie as their spirits are reunited, while the Captain and the Doctor wheel their earthly remains across the stage on mortuary trolleys. More fascinating though, than MacMillan's use of his dramatic material is the dance imagery he has devised.

Bernstein's Elgar/BBC 2

Max Loppert

The sting out of unspoken prejudices ("You're all thinking, what does this American know about Elgar?") gradually won them round. It could also not have succeeded in holding one intent on the arduous and (even in edited selection) repetitive business of rehearsal without Bernstein and on the face of it vividly painstaking insistence on the fine detail of the score.

The Lady from Alfaceque/Upstream

Michael Coveney

The lady in question hails from an Andalusian village pronounced as if you were saying "Albuquerque". By the end of a really good evening in the Theatre's converted church hard by the Old Vic (one even begins to regret that the Young Vic is closed, as the boardings mysteriously declare, "for a bit"), you never want to hear the role of the place again let alone go there.

Squaring the Circle/Manchester

B. A. Young

Josef Stalin in his martial uniform opens the proceedings at Manchester's University Theatre, with a speech in Russian about building the new state. We don't see him again, and that's just as well, for the new state in Valentin Kataev's play as we meet it is a far more interesting character than the one who presides over its birth.

The date here is 1929 and the scene is Moscow. Vasya and Abram, who share a mean room with a poet who is usually absent, each get married without warning the other party. So the room is divided in two and the consequent action is old-fashioned farce, with an extra factor that there are jokes about Russian politics.

The Barber of Seville/Coliseum

David Murray

This is a revival of Patrick Libby's 1978 production for the English National Opera, now with Malcolm Hunter in charge. Rossini's score is in the careful hands of James Judd; there was some sparkling detail on Friday, though the Rossini-crescendos didn't sweep one away by force, and singers and pit were sometimes out of phase. Those things will doubtless come right with another performance or two, as will, I hope, the comic spirit of some wistful affair: the first two acts were much less funny than a good Barber should be.

The elements are decently promising. Of the principals, only Michael Rippon's catchy, harmless Dr Bartolo and the Basilio of Richard Angas (credibly creepy, but underpowered for his "calunnia" aria) are familiar in their roles. The Count, the Barber and Rosina are all playing to each other for the first time, and on Friday they were gingerly about it. Keith Lewis is the Count, large and somewhat lymphatic for that lively blade, although courageous—and mostly successful—with his high-lying, highly ornamented music. Like his Figaro, Donald Maxwell, he made an agreeably

Hunting prizes

This year's two major prize-winners in the fourth annual Hunting Group Arts Prizes are Robert Dean and Robert Buhler. RA with his winning oil painting Vineyards, Neuchatel, and Jane Carpanini

Arts Guide

Music/Monday, Opera and Ballet/Tuesday, Theatre/Wednesday, Exhibitions/Thursday, A selective guide to all the Arts appears each Friday.

February 24-March 1

- NEW YORK
New York Philharmonic (Avery Fisher Hall): Zubin Mehta conducting. Patricia Weir soprano, Thomas Moser tenor, Simon Estes bass baritone, New York Choral Artists conducted by Joseph Flummerfelt. All-Haydn programme (Tue), Zubin Mehta conducting, Sol Grettzer violin, Stanitz, Schuller, Tchakovsky (Thu), Lincoln Center (742424).

Faust/Bloomsbury Theatre

Rodney Milnes

Spohr's Faust (1816), like Goethe's, was composed as a Singspiel with spoken dialogue. Soon after the Prague premiere (conducted by Weber) extra numbers were added and the two acts expanded into three, and at the request of Queen Victoria Spohr set the dialogue as recitative (very poor) for performances at Covent Garden in 1852.

- ZURICH
Tonhalle: Chamber music soiree. Haydn (Mon); Tonhalle Orchestra conducted by Christoph Eschenbach with Justus Frantz, piano, Bethans and Bartok. (Tue, Wed and Thur).
LONDON
Ensemble String Quartet: Haydn, Britten and Beethoven. Purcell Room (Mon), (2283181).
Finches Zakarova, violin with Marc Neikrug, piano. Franck, Bach, Tchaikovsky and others. Royal Festival Hall (Tue), (2283181).
Spectrum: Andrii Strig Quartet with Claude Helffer, piano, conducted by Guy Protheroe. Xenakis and Jonathan Harvey. Queen Elizabeth Hall (Tue), (2283181).
WASHINGTON
Vienna Philharmonic (Concert Hall): Leonard Bernstein conducting. Mozart. Mahler (Mon); Kennedy Center (2543776).
Kaličkova, Laredo Robinson Trio (Tue); Kennedy Center (2548893).

Boesman and Lena/Hampstead

Michael Coveney

After the openly confessional intensity of Master Harold, it is not all that surprising to read in Athol Fugard's recently published Noebooks (Faber, £3.95) that Boesman and Lena was the third play to feature the author in heavy disguise. The two decrepit South African coloureds scratching around on the banks of the Swartkops river outside Port Elizabeth are as transfixed in their unkind landscape as Beckett's tramps. But guilt and violence, the justifying position between the oppressive Boesman and his worn down wife, are at the root of tensions both dramatic and domestic.

But could easily be in his late forties. They are white, and Boesman can do nothing but kick the hell out of Lena, cover her in bruises. This is how they mark out their lives, when not trying to remember what route they have taken. It is a question of the small dignity of knowing who and where you are. A white man may be approaching but he turns out to be a Kaffir, a black African. This man, played with quite astonishing effortlessness by Tommy Buson, is the married couple's guest, Berr witness, their catalyst. Boesman rejects him. Lena invites him to say her name. And the scene where Miss Suzman fulfils her need for trivial, unbarred communication as the large visitor sits quietly muttering is incomprehensible African, is deeply charged. Clare Davidson's production may miss the coarse brutality of the key outbursts and the obscenity of Boesman's vengeful waste of bread and tea, but it grows to a compelling conclusion with the black Outa (which means something like "uncle") sitting immobile under his grey shroud and Boesman acting the bulldozer himself. On Dermot Hayes's sanded scrubland, well lit by Rory Dempster, the prevailing image

CLASSIFIED ADVERTISEMENT RATES

Table with columns: Per line (min. 3 lines), Single column (min. 3 lines), Premium positions available (Minimum size 30 column one). Rows include Commercial & Industrial, Residential Property, Appointments, Business Investment, Opportunities, Business for Sale, Personal, Motor Cars, Hotels & Travel, Contracts & Tenders, Book Publishers.

FINANCIAL TIMES

BRACKEN HOUSE, CANNON STREET, LONDON EC4P 4BY
 Telegrams: Finantime, London FS4. Telex: 8954871
 Telephone: 01-248 8000

Monday February 27 1984

Europe at a turning point

THREE weeks from now, the European Community will be facing the moment of truth. Either the heads of state and of government will be getting a grip of what is needed to drive through the present crisis towards a more constructive future, or else the Community will be in grave danger of falling apart as an operating enterprise. It is absolutely vital, for all our sakes, that they show more wisdom and courage at the Brussels summit than they did at Athens.

If they are to do so, they must also recognise that this crisis has general and profound, rather than narrow and particular causes. Newspaper headlines may suggest that the arguments are about the exhaustion of the Community's budgetary resources, or Mrs Thatcher's repetitious demands for budgetary rebates from Brussels but these are just the contingent issues of much deeper problems which have been dragging the Community down for over a decade. Unless these deeper problems are acknowledged and tackled, any "progress" claimed at this or future summits will prove ephemeral and deceptive.

The British budgetary grievance is merely the outcrop of the disequilibrium which has been petrified in the Community's balance of policies for over 15 years. It is customary to claim the common agricultural policy as the Community's greatest success. This claim calls for two major reservations.

High-price policy

First, the apparent success of the CAP is turning, through its very achievements, into an ever more apparent failure. A high-price policy, coupled to modernisation and improved productivity, has led to a rapid increase in output which may have been gratifying when Europe was a large importer of temperate foodstuffs. But the costs of this success are now rising unsustainably.

The consumer pays excessively through high prices in the shops; the taxpayer (in some countries, like Britain and Germany) pays excessively through subsidies to store or export the unsaleable surpluses; yet still the farm-gate prices are not high enough to maintain farmers' incomes or, all too often, especially in France, to prevent lawless demonstrations by rural mobs. No sane government can possibly defend, in the name of the Community, the bottom line of a policy which produces such discontent all round.

Second, it is possible to claim success for the CAP only by contrast with the gross failure of the member states to live up to their treaty obligations, ratified a quarter of a century ago, to create a truly common market in industrial goods and services. For industrial goods, according to Commission calculations, internal frontier obstacles to trade add 5-10 per cent of costs; for some financial services, like insurance, there is no free trade at all. The link between higher living standards and the efficient functioning of Community markets seems to have been forgotten.

Nationalist reflex

Behind these particular failures and imbalances lies the nationalist reflex and the legacy of Gaullism. Since the recession induced by the first oil shock a decade ago, all governments have attempted to shore up their domestic positions by interventionism, welfareism and nationalist devices for promoting the home economy; and these instincts have been reinforced by the Gaullist demand for the right of unquestionable veto in the Council of Ministers, and for the impoverishment of the role of the Commission and the European Parliament.

At the back of everything else lies the ambiguity of the political significance of the Community as a compact between the member states. In the beginning it was conceived as a political enterprise; since then this conception has resurfaced, valuably but anemically, in the coordination of member states' foreign policy when it suits them. Yet the fundamental question of where they stand in relation to the super-powers has remained unanswered.

Sharp reduction

Some of the necessary responses to these problems are clear, at least in essence. There must be a durable settlement of the British budgetary complaint, not just because Mrs Thatcher and the House of Commons will settle for no less, but because the Community can no longer put up with this dispute.

Much more important is the problem of the farm policy. It has long been apparent that the Community cannot meet the combined needs of the consumer, the farmer and the foreign trade policy by manipulating the single mechanism of price. This problem will not be solved by increasing the Community's financial resources.

Sooner or later, it will be necessary to separate the support of farmers' incomes from that of producer prices, and the sooner the better. The Commission plans for curbing surpluses are far too timid. What is needed is a sharp reduction in cereal and milk prices, combined with social support for the incomes of needy farmers, funded in appropriate proportions by the Community and national budgets. That would ease the pressure for over-production, it would ease the trade frictions with the U.S., it would ease the British budgetary problem, and it would relocate the social problem of the rural areas where, for the moment, it belongs, in the national capitals.

Long transition

The Community is offering Spain and Portugal an unusually long 10-year transition to full participation in the farm policy. This toughness is realistic; but it is only reasonable if it is accompanied by equal radicalism in the reform of the CAP.

On the institutional front, it is evident that, with the entry of Spain and Portugal, the habitual use of the national veto must go, and the member states must confer more responsibility on the Commission and the Parliament. And that means making sure that in future the Commission is once again led by people of real stature. Otherwise, the decision-making glue will set fast for ever.

But no amount of juggling with monetary compensation amounts, co-responsibility levies, production thresholds or safety-nets will do any good unless the member states can approach a closer understanding of the political commitment implied in their membership of the European Community. Hitherto the Irish, the Danes, the Greeks, the British have luxuriated in the soft option of pseudo-Gaullism. But nowadays even the French seem to have realised that that is not a viable policy. If Europe is to have any secure future, it lies in the Community.

A LURID poster depicting a monstrous King Kong but with the head of the Prime Minister, smashing its way through some of Liverpool's most famous buildings rolled off the city council's presses and into the streets last week. From the municipal heart of Britain's fifth largest city, the left-wing driven Labour administration has been pushing on towards what may prove to be the biggest confrontation between a local authority on one side and central government and the law on the other which Britain has so far seen.

Liverpool City Council, whose politics have been deeply penetrated by the influence of Militant Tendency and the youthful Hard Left since last May's local elections has moved towards a deliberate refusal to balance its books.

The Labour group, which has an overall majority of three in the 99-member council, has declared that it intends to decline at its budget meeting next month either to raise rates or to implement expenditure and service cuts to fund its £250m spending programme.

If it does, the prospect then will be of Government control of the city through commissioners, and surcharges on — and eventual bankruptcy of — councillors on a much greater scale than occurred at Clay Cross 12 years ago. All this would be against a background of severe social strains, most dramatically underlined by the Toxteth riots in 1981.

The Labour plan may fizzle out. At least two Labour councillors say they will not vote for an illegal rate and up to a further eight might be wavering. Moreover two public sector councillors on a much greater scale than occurred at Clay Cross 12 years ago. All this would be against a background of severe social strains, most dramatically underlined by the Toxteth riots in 1981.

Many Labour councillors and MPs are for this reason very sympathetic to the Liverpool council's position but they have been dismayed and embarrassed at what they have seen as a headlong tilt towards confrontation.

What has so far happened within the council, which is now operating to the accompaniment of accusations of "pathological lying," "kamikaze tactics" and "banana republics" is rooted in Liverpool's politics and history. Liverpool is an embattled community living in an atmosphere of massive unemployment, urban blight and deprivation, with a history of militancy thrown the local Press and the docks into heavily unionised factories and into the local body politic. It has been a breeding ground for the Left. It is an atmosphere which has even thrown the local Press and the business community onto the defensive. The past decade of hung councils, with the next largest group the Liberals unable to stamp their influence, and moderate Liberal and Conservative forces unable to get on with each other has added to an abiding impression of political

drift.

The city has special social problems and the Labour administration inherited a Liberal budget which demands about £8m in cuts just to avoid Government overspending penalties. Mr Patrick Jenkin, the Environment Secretary, accepts that Liverpool has special handicaps but argues that there is room for cuts in non-essential services and manpower — or for higher rates.

The council has suffered a £120m reduction in rate support over the past five years though this does not take into account changes in the funding relationship between it and Merseyside County Council, nor the special government injections of money into Liverpool.

In the face of this, the Labour group has increased spending and its proposed £250m budget compares with the £216m target given to it by Whitehall. Councilor Derek Hatton, the 36-year-old deputy council leader since last autumn, Militant supporter and the Labour group's aggressive new public voice, says that the gap would have to be met by a rate rise of at least 70 per cent. Mr Hatton says it would mean an eventual rise of 200 per cent or 5,000 job cuts.

Labour says the serious problems of the city cry out for more expenditure and it will not deliberately increase unemployment. It claims that the Government has turned its back on the city, but it will not. The Labour group is also challenging the Government head-on in the hope of creating what one councillor says would be "fires which will act as a beacon" for other local authorities. Those councillors who embrace the Militant philosophy are also

inviting the Government to do its worst in the hope they will be able to build radical change from the ensuing rubble. Even so, the Government might fall. The Opposition seizes on this. It says that Labour is driving business away from the city. "They are cold-blooded mercenaries only interested in increasing degradation and despair for their own political reasons," says Sir Trevor Jones, the Liberal leader. "Financial incompetence plus revolutionary politics adds up to catastrophe."

But Labour did finally win an overall majority last May (with some remarkable swings) on the back of a manifesto against job cuts and rate rises and there is no question that a significant section of the Liverpool electorate supports its stand. Whether that will remain the

Why councillors are challenging Thatcher

Liverpool: the Left goes for broke

Nick Garnett reports on the tensions in the UK's fifth largest city

inviting the Government to do its worst in the hope they will be able to build radical change from the ensuing rubble. Even so, the Government might fall. The Opposition seizes on this. It says that Labour is driving business away from the city. "They are cold-blooded mercenaries only interested in increasing degradation and despair for their own political reasons," says Sir Trevor Jones, the Liberal leader. "Financial incompetence plus revolutionary politics adds up to catastrophe."

But Labour did finally win an overall majority last May (with some remarkable swings) on the back of a manifesto against job cuts and rate rises and there is no question that a significant section of the Liverpool electorate supports its stand. Whether that will remain the

THE POSSIBLE CONSEQUENCES OF THE FAILURE TO FIX A RATE

WHAT WILL actually happen if Liverpool Council fails to fix a rate to cover its budget at the rate-fixing meeting on March 29, a Friday and the last working day before the end of the current financial year?

The position is far from clear, has never been tested and is worrying Government lawyers and civil servants alike.

Any ratepayer can challenge his council in the courts under the General Rate Act 1967 for "mistaken and deliberately flouting its obligation to fix a sufficient rate. One ground for challenge would be that the decision was so unreasonable that no reasonable council could have made it."

But even if this legal challenge succeeds, what? The court can only declare

the rate void; it cannot substitute its own view of a reasonable rate. It would therefore probably send the council back to make a "proper" rate.

Unless the court also determined a deadline, the council theoretically has until March 31 1985 to make a rate for 1984-85, although leaving it that late, and so having no rate income during the year, could also be open to challenge for unreasonableness.

The court could decide that failure to comply with its instruction to make a proper rate was contempt and those responsible for the resulting default could then be fined or jailed. An abstinence or unjustified absence on rate-fixing days by a councillor is unlikely to be good enough; a vote against an insufficient rate and an attempt to introduce a proper rate is probably necessary to be absolutely safe in law.

Another possibility is that there will be no legal challenge and the council just goes on until it runs out of money later this year. The Local Government Finance Act 1982 allows short-term temporary borrowing to cover shortfalls in revenue but such borrowing in one financial year would be a first charge on revenues of the next. Either a huge rate rise would be needed to square the books in 1985-86 or the council would continue its policy of default and run further into the red in that year.

At this stage any local government elector in Liverpool could apply to the Audit Commission for an extraordinary audit of the council's previous year's (i.e. 1984-85) accounts. The Commission can itself decide to

have such an audit or the Environment Secretary can tell it to have one.

If the auditor then decided some payments had been contrary to law and successfully applied to the High Court for a declaration to that effect, the question of surcharge and disqualification arises. The personal surcharge on the basis of the proposed 1984-85 budget would be about £600,000 on each of the 51 Labour councillors to make up the £30m which is the portion of the £250m budget for which they are not prepared to levy a rate.

If they cannot pay, they would each be liable for personal bankruptcy and disqualification from public office for five years. The disqualified councillors left would then be required to fix a proper rate and/or make cuts to balance the budget.

This entire process is uncertain, lengthy, and would produce chaos in Liverpool's financial arrangements which range from servicing debt and trying to arrange new capital borrowings to paying staff. It is doubtful whether the Government could afford to sit by and allow chaos to develop, particularly in such a politically sensitive city as Liverpool. Mr Michael Heseltine, a previous Environment Secretary, began a controversial paper to Cabinet after the Toxteth riots with the words: "It took a riot to make the Cabinet take the problems of Liverpool seriously." That era has not been forgotten.

So the Government could take pre-emptive action by introducing legislation very early in the next financial year, if Liverpool fixes a rate insufficient for its budget, to

give it power to put in commissioners to replace the council. The legislation would need to suspend some or all councillors and elections for an indefinite period and vest commissioners with all the powers of elected members. The commissioners would be civil servants.

This prospect is causing great anxiety among civil servants and politicians, not only because of the implications of supplanting democratically elected councillors with commissioners but also because of the difficulties of acting as a commissioner. What priority of cuts would be decided and how would they be implemented and by whom? The Government is hoping earnestly that, in the end, none of these questions will have to be faced, let alone answered.

Robin Pauley

STOP the DESTRUCTION of OUR CITY



SIGN THE LIVERPOOL CHARTER

Campaigning for Jobs & Services
 LIVERPOOL - A SOCIALIST COUNCIL

Mrs Thatcher was commenting on the remarkable success of a company which was expanding into its own 100,000 sq. ft. factory in Peterborough. A company that moved into a 40,000 sq. ft. advance factory only five years ago.

Hundreds of companies have moved to Peterborough and nearly all have experienced an upturn in output, productivity and profit.

"I wish it could be repeated a thousand times across the country"

Prime Minister Margaret Thatcher

The location helps. Next to the A1, near the efficient east coast ports. And only 50 minutes from London by train.

The environment helps. An historic cathedral city set in beautiful countryside, surrounded by stone villages. Yet with a shopping centre voted the finest in Europe.

Send for our detailed information pack. And be one in a thousand.

For your copy, send the coupon or telephone John Bouldin on Peterborough (0733) 68933.

Name _____
 Company _____
 Position _____
 Address _____
 Tel: _____

the Peterborough Effect

It works for people. As well as business.



operation to take root in "modern" China.

Born in France, and a student of anthropology at the Sorbonne, Calatchi worked for Kuhn Loeb in New York, then moved to Nikko Securities in Tokyo "to learn from within" the secrets of dealing with Japanese bankers.

From Tokyo—"the happiest period of my professional life"—he joined Banco Union, Venezuela's largest private financial and banking group, working for its merchant banking arm.

But since 1979, the passion of Calatchi's life has been China. In "an act of audacity," he gave up his job to join the intensive Chinese language course at Cambridge University, and he has since spent two years at Peking University learning not only to read, but to write, Chinese.

Now his search for "a little niche where I could do something others couldn't do" has come to an end. Ted Meiland, chairman of Wood Gundy, says: "We have known Dr Calatchi

countries on the International Commission of Jurists in Geneva. He is a British-educated lawyer, a Queen's Counsel, and a member of the New York bar where he practised for two years in 1970s.

Authorship may yet take an important slice of Binaisa's time. He is starting on a book tracing the development of English-speaking East Africa before and after the nations achieved independence.

Carried away

"It's just like going to the pictures," enthused one of the 2,000 or so shareholders who gathered for the annual meeting of the National Freight Consortium at Wembley conference centre on Saturday.

The AGM, reckoned to be the largest of its kind in the world, certainly had plenty of showbiz style about it. The tone was set by an opening film about the company which owed more to Stanley Kubrick's 2001 than the more down-to-earth NFC concerns of parcels and package holidays. And there were interludes of "psychedelic" music.

"I hope we didn't go over the top," said NFC chairman, Sir Peter Thompson, at the end of the three-and-a-half hour show. It cost £30,000 to stage, and busloads of shareholders arrived from all over the country for it.

After Thompson had told the gathering "what a lovely company we are," he got vote of thanks from Australian shareholder, Brian Carter, who had flown in specially for the event.

Then, an hour later, everyone went off for lunch—appetites sharpened by the news that their shares were now worth £2.60, a fivefold increase in two years.

Advice offered

There does not appear to be a trade union catering for former presidents. Perhaps there ought to be one, given the accident-prone nature of the job.

An enthusiastic recruit would be Godfrey Binaisa, aged 63, who was president of Uganda for 11 months following the ousting of Idi Amin, only to be deposed himself by a military commission.

A London resident for the past two years, Binaisa is acting now as an adviser on African affairs. But clearly he is restless to be more involved at first hand with Africa's economic progress—political affairs being a no-go area for cautious former presidents.

A union for former presidents would presumably insist upon some rules to protect its members. Binaisa says he has come against a curious impediment to his securing work. "People tell me that I am overqualified."

He couples with his experience as president of Uganda (population 14m), five years as the first Uganda-born Attorney-General, and seven years representing a number of African

Stiff task

American woman overheard in a Mayfair bar: "Joe's not as limber as he used to be. These days, it's as much as he can do to touch his knees without bending his toes."

Observer

U.S. ANTI-TRUST POLICY

Bigness isn't bad, but...

By Terry Dodsworth and Stewart Fleming

RARELY CAN any recently appointed young bureaucrat have run into such a storm of abuse and criticism as Mr Paul McGrath...

McGRATH: HEADLONG INTO CONTROVERSY

BY TRANSFERRING Mr McGrath from the Justice Department's civil division to head the anti-trust division...

reference, and then sets on with doing more or less what Bill would have done in any case...

ket, he has effectively made a pre-emptive strike against the counter-argument that his opposition to mergers will cause further protectionism...



excessive horizontal market power in the case of AT & T, and the new-found sympathy for the competitive strength of a company with a great deal of vertical integration...

Mr Malcolm Baldrige, the Commerce Department Secretary, fulminated in public against the decision, saying that it would "prevent the steel industry from taking the actions necessary to enable it to be competitive in world markets..."

The steel industry was even less polite. "He's a turkey," exploded one apoplectic executive. "He can't last. He has done something so unbelievably stupid..."

The simple explanation for this wave of protest was that the big steel companies, Wall Street and some members of the Government had decided some time ago that reorganisation of the steel industry had become a priority and were banking on it...

If the \$10bn oil deal had been allowed to go ahead, the protesters seemed to be saying, why should the proposed LTV-Republic Steel deal be blocked?

is genuinely astonished that anyone who had read his department's merger guidelines could have believed that the steel deal would be allowed...

Crucially, his judgment included a pace-setting offer of help to reorganise the steel industry in ways which would not fall foul of the anti-trust regulations...

"He kicked the door shut and opened a window," is how Mr David Healey, of brokers Drexel Burnham Lambert, summed up this radical move...

restraint of trade restrictions. The way in which the steel judgment was phrased links it clearly with the spirit of the oil decision as well as with the earlier anti-trust activity of the Reagan Administration...

Even before Mr Baxter's arrival, anti-trust law had been moving towards placing more emphasis on economic analysis and less on vague social concerns...

The popular view of this new approach is that the crudely favoured big business—this was one of the reasons for the surprise over the steel decision...

because, in many cases, it believes that the way the law has been applied in the past has hindered competition rather than helped it. It rejects, for example, the old populist notion that bigness is bad in the corporate sector...

Despite this rejection of traditional trust-busting ideas, the new Baxter-inspired regime has not simply surrendered to big business. In new merger guidelines published by the Justice Department in 1982...

This new focus on horizontal mergers was accompanied by a more analytical, but also more flexible, definition of market power. One innovation was an arithmetical formula for estim-

ating market shares—the so-called Herfindahl-Hirschman Index. Another, more controversial move, was to broaden the scope for defining geographic markets, putting heavy emphasis for the first time, for example, on the global dimension in competition...

Mr McGrath clearly considers that this shift to a wider market perspective means that it has become much easier for foreign companies to enter the U.S. market. The old idea, he says, "was allowed to go to some extremes in blocking foreign take-overs..."

How then did Mr Pauley reach his bizarre conclusion that the Rates Bill will cost £1.5bn? He first dazzled us with talk of computers. Then he produced a forecast of total spending by local authorities relative to the abandonment of the old targets as in previous years...

Lombard Another look at expectations

By Samuel Brittan

ONE OF the main reasons why the UK Medium-Term Finance Strategy was launched in 1980 was to influence the climate of expectations about monetary policy several years ahead...

The original MTFs did not in the end stop a sharp rise in unemployment. Part of the rise in jobs was due to world slump and long-delayed structural adjustments. But it also took a very long time to convince each side of industry either that inflation was on a sharply falling path or that the "money would not be there" to finance inflationary pay settlements...

The "pricing out of work" process is well illustrated by Alan Budd and Geoffrey Dicks in the February London Business School Economic Outlook. The authors believe that the main long-term constraint on British prices is provided by the level of world prices expressed in sterling...

Where, however, the LBS proved badly wrong was in apportioning this slowdown in labour costs between productivity and earnings. Productivity in manufacturing rose between 1979 and 1983 twice as fast as predicted...

was that it was not announced until 1980, in the Government's second year of office, when the pay explosion was well under way. Another was that it was bound to take time before economic agents could be convinced that the Government meant business...

The problem of influencing expectations is still of vital importance in relation to the Chancellor's much discussed objective of moving from 5 per cent inflation to stable prices. This could have some unemployment cost, even if it only means unemployment falling less rapidly than it otherwise would...

Unfortunately, recent official discussion of "narrow" and "broad" money and the prospect of up to four monitored aggregates and two target ranges will, on its own, shed confusion rather than shed enlightenment. Instead of influencing expectations, the Treasury will drown people in a sea of technicalities...

It will be tempting to make any simple statement a target path for inflation itself. But that would be a mistake. For the Government can only try to impose the equivalent of a national cash limit and the division of that limit between real output and inflation is outside its direct control...

Protecting the investor

From the Managing Director, Fruit Securities

Sir—The accelerating trend towards ever larger groupings of financial service companies is being viewed by many with serious concern and even alarm. Ironically, it comes at a time when the Gower committee is charged with the task of recommending greater and more effective safeguards against the kind of abuses which have been perpetrated in recent years...

I venture to suggest that any attempt to eliminate irregularities and increase efficiency—to improve investor protection—by means of necessity be undermined by the present moves towards the obliteration of clear lines of demarcation, clear areas of responsibility. The acceptance by the Stock Exchange of ignoring the protection of designated commissions, in exchange for exemption from the restrictive practices court's scrutiny, has set in train a strong desire for competition at the expense of the inherent dangers...

Advantages do, of course, accrue to the conglomerate concerned, itself, but it is difficult to see how—or, indeed, believe that—this system can possibly, in the end, redound to the interests or protection of investors. G. I. Levine, 9, Castleton Drive, Newton Mearns, Glasgow.

Letters to the Editor

Inconsistency in tax laws

From Mr G. Simon. Sir—Mr A. H. Hermann, your Legal Correspondent, (February 16) criticises the English legal system which, he says, allows "the rich and clever to escape tax-free" because the system is based on "the grammatical interpretation of Finance Acts largely ignoring Parliament's intent..."

In addition, it seeks to extend the ambit of a tax charge by means of a "deemed" interpretation as can be shown by two relatively recent cases: (a) the claim that Marina Midland Bank was taxable on foreign exchange profits which arose from accounting conventions but which had not in fact been realised; and (b) the claim that Scottish and Newcastle Breweries should not be allowed to treat the refurbishment of certain premises as qualifying for capital allowances...

The cost of the Rates Bill

From Mr P. Lilley, MP. Sir—You published two articles by Robin Pauley on February 21 claiming that the "Rates Bill may cost Treasury £1.5bn." The Rates Bill will empower the Government to reduce the budgets of the worst performing councils. By no stretch of the imagination could this result in increased public expenditure...

and relationship-building with Japanese organisations, if their prevailing view is that in Japan "they all speak English." May I also comment on P. J. Dore's letter (February 7) in which the writer stressed the importance of UK engineers on assignment in Japan speaking Japanese. As part of my study trip I interviewed five UK engineers who are advancing collaboration ventures with Japanese manufacturers...

view, it will not increase respect for the law or the legal system. The same rules should apply both to the Revenue and to the House of Lords and lower courts. No one who is concerned with respect of the law and the legal system will regret the collapse of the pre-ordained tax avoidance schemes which, in their own way, made the law look ridiculous but it is equally important that there should be clear legal responsibilities under which tax is chargeable...

but it is worth mentioning that the British commercial counsellor in Tokyo told me that he considered 75 per cent "English only" was "too high" for Tokyo. The other point to make is that, if the representative of the UK engineering Japanese, then it would have been impossible for me to conduct this modest enquiry. Taken with the greatest caution, these figures suggest that companies who send their representatives on assignment in Japan without any language training (not an uncommon occurrence), are not fully aware of how limiting it can be, in terms of contact-making

The importance of businessmen being able to speak Japanese when in Japan

From Mr N. Holden. Sir—In his article of February 9, Sir Hugh Cortazzi, the retiring British Ambassador, stressed the importance of British businessmen being able to speak Japanese. In their traditional way UK companies are for the most part extremely unlikely to respond to the plea. Yet those who ignore the advice are probably unable to appreciate how dependent they are on Japanese competence in English on the part of colleagues, intermediaries and the widest possible range of organisational "gatekeepers" in Japan and how—even with a working knowledge of Japanese—they can extend their operational networks in this "difficult" market...

large UK engineering group, I studied his collection of Japanese business cards which he had built up over two years. My collaborator speaks Japanese by the way. It turned out that he had cards for 90 organisations in Tokyo and 40 for organisations in other industrial centres; for example, there were nine cards for Osaka. I asked my associate to let me know with which organisations he (a) could use English only, (b) could get by using a medley of English and Japanese or (c) had to employ Japanese. The results were as follows:—

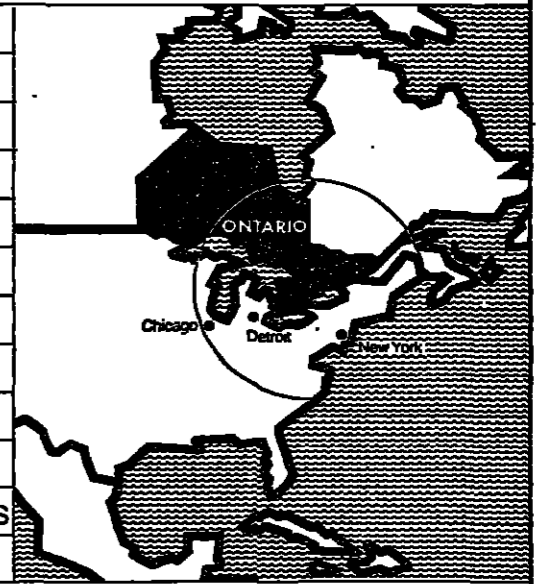
Table with 3 columns: Location, % English only, % Japanese and English, % Japanese only. Tokyo: 72.3, 24.4, 3.3. Other cities: 10, 50, 40.

I freely admit that these figures were not obtained "under conditions of rigour,"

ONTARIO IS CLOSER

TO THE BULK OF THE US MARKET THAN FLORIDA, TEXAS OR CALIFORNIA.

- 120 million consumers and 56% of North America's industrial market are within one day's trucking. Good reasons why Ontario must be considered as a base for entering the North American market. Further benefits of an Ontario location are: No foreign exchange controls, No unitary taxation, Business, banking, legal and cultural environment similar to UK, Sophisticated, well-established industrial base, Skilled labour force and supportive training programmes, Dependable low cost energy and materials, Good R & D incentives, High educational and living standards.



Professional guidance and assistance is available with: North American market studies; plant location; joint venture and licensing search; trade and export development; financial proposals. Further detailed information is obtainable by completing the reply coupon.

ONTARIO, CANADA

Government of Ontario, Business Development Branch, Ontario House, Charles II Street, London SW1Y 4QS. Tel: 01-930 4400 telex: 262517. Please send me detailed information on Ontario as a base for entering the North American market. Name and Position, Company, Address, Tel No, Telex.

Willet is building

HIAB The best selling Lorry Loaders in the world... Tel: 01-865 8588

Terry Byland on Wall Street Mortgage trouble for corporates

THE LAUNCH last week of \$1.25bn in mortgage-backed bonds for Travelers Mortgage Securities marked another milestone in the phenomenal growth of this new sector of the U.S. capital markets.

The growth of the secondary mortgage market seems likely to be remembered as the outstanding feature of the U.S. debt markets in the 1980s, and is already opening up a new trading area for Wall Street.

Salomon's mortgage bond index returned 10.9 per cent last year, compared with only 4.7 per cent on high grade corporate bonds...

COURT RULING PERMITS U.S. INQUIRIES IN BRITAIN INTO ALLEGED FRAUD

UK co-operates in SEC probe

BY RAYMOND HUGHES, LAW COURTS CORRESPONDENT, IN LONDON

THE BIGGEST investigation ever made by the Securities and Exchange Commission into alleged violations of U.S. insider trading laws has spilled over to the English courts.

At the end of a four-day private hearing Mr Justice Drake decided that the two men's testimony was genuinely required for, and would be used at, civil proceedings started by the SEC in New York...

Mr Richard Harrison, portfolio manager. The IRFB, incorporated in Luxembourg in 1977, with its operating base in London, was wound up in 1982.

"I do not hesitate in this case to find that the public interest is served, and very heavily weighted, in favour of the information being given."

emanated from foreign banks or foreign arms of U.S. banks. The SEC started civil proceedings in New York against "certain unknown purchasers" of Santa Fe stock and call options...

W. German business prospects lifted by higher export demand

BY JONATHAN CARR IN BONN

WEST GERMAN industrialists have become more optimistic about business prospects in the coming months, not least because of stronger export demand.

Their optimism applies in particular to the key investment goods sector, according to the latest survey of business opinion released today by the Ifo economic institute of Munich.

Order books are also filling up in the consumer goods sector, with buoyant reports from passenger cars, furniture, clothing and shoe manufacturers.

Pretoria considers easing race laws

By J. D. F. Jones in Johannesburg

A SIGNIFICANT relaxation of South Africa's racial discrimination is proposed in the report of a commission on the Group Areas Act...

In particular, the Strydom Commission suggests that "defined central business districts" be opened for trading to members of all race groups.

UK industry orders at highest level since start of recession

BY MAX WILKINSON, ECONOMICS CORRESPONDENT, IN LONDON

UK COMPANIES' order books are at their best levels since the start of recession four years ago, the latest survey by the Confederation of British Industry...

The February trends inquiry by the group, which represents 1,800 manufacturing companies, also shows that companies are more optimistic about output for the next four months than they have been since 1978.

There are indications, though, that the growing strength of the mortgage-backed securities sector is beginning to create strains elsewhere in the U.S. debt markets.

It thinks that unemployment will fall slowly but steadily from 3m to 2.5m adults by 1987, with the inflation rate remaining in the 4 1/2 - 5% per cent range.

Even more encouragingly, the survey indicates that recovery is continuing to spread from companies making consumer goods to those making capital equipment.

ry, has become more hopeful than it was last autumn about the state of the economy for the rest of this year.

A small balance of 8 per cent of those surveyed indicated that their stock levels were still considered too high.

Israelis delay decision on troops

Continued from Page 1

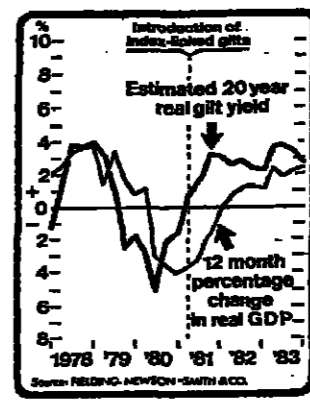
bomb which killed 241 marines on October 23 last year. Reuter adds from Jerusalem: The Israeli Government yesterday put off a decision on whether to redeploy its troops in south Lebanon after ending a two-week special debate on the subject...

The Awali River defence line in Lebanon. Mr Meridor said Israeli military activity north of the Awali, such as last week's large-scale ground operation and three air raids against guerrilla targets south and east of Beirut, represented the best way to prevent attacks against Israel.

"I would not call it a change of policy, but rather one of tactics."

THE LEX COLUMN

A short route to long rates



If the notion of a long-term real interest rate is notoriously slippery, it is one which the introduction of government index-linked stocks might have been expected to pin down once and for all.

Mr Gordon Pepper's lecture to the Faculty of Actuaries last week contained an ingenious attempt to make sense of long-run real rates without appealing to the evidence from indexed yields...

185p as their natural cue to leave the party. Since Brick is unlikely to deliver another doubling in its share price over the next few months...

Shareholders in London Brick have good reason for feeling grateful to Lord Hanson, whose altruistic bidding methods since he first began building a stake in Brick last year...

ADVERTISING: DON'T TAKE OUR ADVERTISING... See this issue LONDON BRICK

World Weather

Table with columns for location, temperature, and weather conditions for various global locations.

AMC cash injection

Continued from Page 1

Jeep range with a small commercial vehicle. Last year, AMC's Alliance model, adapted from Renault's European R9 model, successfully stopped the erosion of the group's sales...

Mr Lepeu said much of the development of these cars would be carried out jointly with Renault. The timing of the sale of Jaguar Cars by BL has been held up by a continuing argument in Whitehall about the form of the disposal.

Published by The Financial Times (Europe) Ltd., Frankfurt Branch, represented by C.T.S. Dunier, Frankfurt/Main, F. Barken, R.A.F. McCann, M.C. Gorman, D.E.P. Palmer, London, as members of the Board of Directors, Printer: Frankfurt/Rheinische Druckerei GmbH, Frankfurt/Main. Responsible editor: C.E.P. Smith, Frankfurt/Main. The Financial Times Ltd, 1984.

valuations & rating —



SECTION II - COMPANIES AND MARKETS FINANCIAL TIMES

Monday February 27 1984



Furious reaction to Ireland's credit renegotiation request

BY PETER MONTAGNON, EUROMARKETS CORRESPONDENT, IN LONDON

IRELAND last week attempted to renegotiate the terms on a \$500m credit signed as recently as last June.

Its move is one of the most telling indications yet of the speed with which margins have declined in the face of general market liquidity and competition from the floating-rate note market.

It is a seven-year credit with repayments beginning after a grace period of four years. Margins were set at 1/2 per cent over Eurodollars for the first three years, rising to 3/4 per cent for the next four. Alternatively, lenders could subscribe at a rate of 1/4 per cent over prime or 1.25 per cent over certificates of deposit (CDs), whichever is lower.

Ireland now wants the maturity of the credit extended to nine years and the grace period to 5 1/2. It wants the Eurodollar margins reduced by 1/2 points and the margin over prime cut to a microscopic 0.05 per cent with the CD cut to 0.9 per cent.

Its request has provoked furious reactions from many participating banks. A meeting called by Citicorp, the loan agent, to discuss the changes on Friday was described as acrimonious by bankers attending. Citicorp itself came in for a good measure of criticism for promoting the renegotiation on which some bankers argue it stands to make extra money in fees.

The argument in favour of adjusting the terms is that it would bring them close to what Ireland would have to pay on the same borrowing today. The argument against that is first that it is unethical for a borrower to seek to tamper with the conditions so soon after a loan is signed. Many of the banks concerned are terrified that by giving in to Ireland they would provoke a spate of similar requests from other borrowers.

Second, many bankers disagree that Ireland could raise such cheap money today. If that were possible it should issue a floating rate note

BNP Bank bond average table with columns for Feb 24, Previous, High, Low

and prepay the debt as the loan contract allows, they argue. That would disappoint many lenders but at least it would not leave them feeling that Ireland is trying to break some of the basic rules in the market, a move that might rebound against the country when it seeks to borrow in future.

Last week's other main talking point was the award by Colombia's electricity authority of the mandate for the commercial bank portion of the \$370m World Bank co-financing package it is seeking in order to pay for several new power projects. Midland Bank is to co-ordinate the dollar portion of the loan, while Industrial Bank of Japan will be responsible for the yen portion.

Altogether, the commercial bank part of the package totals \$200m, although the World Bank will put up 15 per cent of that and be responsible for extending the maturity from eight years to 9 1/2 or 10 years. The dollar portion of the loan, which amounts to \$175m, will bear interest at a margin of 1 1/4 per cent above Eurodollars or 1 1/2 per cent over prime, while the remainder will be raised in yen at a margin of 0.4 per cent over the long-term prime rate.

A feature of those terms is that they are more expensive than those paid by Mexico for its latest \$3.8bn credit, which seems unfair when Colombia has managed to avoid re-scheduling its debts. Moreover the loan will offer banks some protection against re-scheduling, as the World Bank itself would have to sanction any alteration of the repayment schedule.

The margins are, however, the same as those paid by Colombia for its last commercial loan, which also had a shorter maturity of only six years. That seems to suggest that there is a price for voluntary lend-

ing to Latin America, a point which Mexico might have to bear in mind if it wants to return to normal relations with its bankers from next year.

That co-financing deal is to be followed up by a smaller operation in Paraguay, which has also avoided re-scheduling, while elsewhere in Latin America, as already reported, Brazil is to start receiving the first \$3bn from its \$8.5bn jumbo loan on March 9.

In the Far East, Hongkong's Mass Transit Railway Corporation is considering raising \$100m in the U.S. commercial paper market, while Korea Electric Power is seeking a \$70m, eight-year loan at a margin of 0.2 per cent over prime or 1/4 over Eurodollars for six years rising to 1/2 thereafter.

But winning a mandate is not

Fierce bidding for Swedish \$500m FRN

BY MARY ANN SIEGHART IN LONDON

THE LESS acceptable face of Eurobond market competition and machismo was in evidence last week in the form of fierce competitive bidding for a mandate from Sweden.

The last two "jumbo" floating rate notes for Sweden were led by Credit Suisse First Boston. Given their relatively generous terms, it seems unlikely that the mandates were won through price competition.

Then 10 CSFB bankers, including Swedish specialist Caleb Watts, defected to Merrill Lynch. Merrill, number two in the FRN lead management league tables, wanted to set itself up as a strong challenger to CSFB, which had nearly a third of the float market last year.

It can hardly be failed to occur to Merrill that winning the Swedish mandate would be a big step along that road.

But winning a mandate is not

enough to gain credibility in a market. The deal itself must go well, too. Merrill has done its best to ensure that the issue has not traded outside its 2 1/4 per cent total fees by putting in a support bid at a price of about 98.

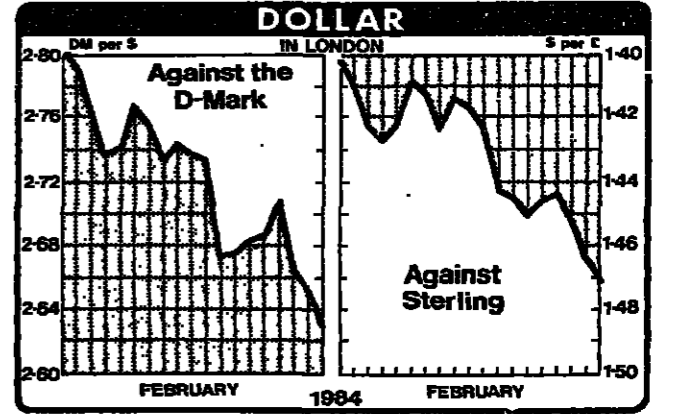
It underwrote \$200m of the \$500m issue and is thought to have bought back a substantial amount in the market. Co-managers report difficulty placing the bonds, although a novel deal like this does sometimes take time to attract investor interest.

There are fears in the market that Merrill has overplayed its hand. In the euphoria surrounding the FRN market in January there was even talk of a "perpetual" floater with no final maturity - liquidity was thought to be so great that the life of a floater did not matter. The feeling has changed, in the

last two or three weeks, however. As one new-issue manager put it: "There is a leap in faith between a maturity of 20 years and one of 40. It might have worked a month ago, but to do it in a fragile market is very difficult."

The FRN market is looking distinctly fragile. Prices fell as much as 1/2 point last week - a large fall in this market, which normally has more price stability than the fixed-rate market.

It was also a dismal week for fixed-rate bonds. Apart from a mildly positive U.S. money supply figure, there was nothing but bad news in bond market terms. Following the trend of the New York market, prices of seasoned bonds fell 1-1 1/2 points. Traders are now more bearish than they have been since last summer's lull, fearing a tight-



ening of monetary policy by the Federal Reserve Board and therefore higher interest rates.

That, combined with the relative weakness of the U.S. dollar, has led investors to seek other pastures.

CURRENT INTERNATIONAL BOND ISSUES

Table with columns: Borrowers, Amount, Maturity, Av. life years, Coupon %, Price, Lead Manager, Offer yield %

* Not yet priced. † Fixed terms. ** Placement. ‡ Floating rate note; coupon is spread over 6-month Libor. (a) Spread over 3-month Libor. (b) With warrants. (c) Partly paid. (d) Dual currency issue repayable in dollars. Note: Yields are calculated on ARD basis.

All these securities having been sold, this announcement appears as a matter of record only.

International Standard Electric Corporation

(Incorporated in the State of Delaware, U.S.A.)

£50,000,000

1 1/2 per cent. Notes 1989

S. G. Warburg & Co. Ltd.

- County Bank Limited, Deutsche Bank Aktiengesellschaft, Kleinwort, Benson Limited, Lazard Frères & Co., Lehman Brothers Kuhn Loeb International, Inc., Manufacturers Hanover Limited, Samuel Montagu & Co. Limited, Morgan Grenfell & Co. Limited, Morgan Guaranty Ltd, Société Générale de Banque S.A.

Swiss Bank Corporation International Limited

- Algemeine Bank Nederland N.V., Andelbanken a/s Danabank, Arnold and S. Reichroeder, Inc., Banca Commerciale Italiana, Banca del Gottardo, Bank Leu International Ltd., Bank Leumi le-Israel Group, Bank Max Fischer C.V., Bankers Trust International, Banque Bruxelles Lambert S.A., Banque Générale du Luxembourg S.A., Banque Internationale à Luxembourg S.A., Banque Nationale de Paris, Banque Populaire Suisse SA, Barclays Bank Group, Baring Brothers & Co., Bayerische Hypothek- und Wechsel-Bank, Bayerische Landesbank, Bayerische Vereinsbank, Bear, Stearns International Limited, Berliner Handels- und Frankfurter Bank, Blyth Eastman Paine Webber International Limited, Charterhouse Japhet plc, Chase Manhattan Capital Markets Group, Chemical Bank International Group, Citicorp Capital Markets Group, Commerzbank Aktiengesellschaft, Compagnie de Banque et d'Investissement, CBI, Crédit Agricole, Crédit Commercial de France, Crédit Industriel d'Alsace et de Lorraine, Crédit Lyonnais, Credit Suisse First Boston, Creditanstalt-Bankverein, Daiwa Europe Limited, Den Danske Bank of 1971 Aktieselskab, Deutsche Genossenschaftsbank, Dillon, Read Overseas Corporation, Dominion Securities Ames Limited, Dresdner Bank Aktiengesellschaft, Effektenbank-Warburg Aktiengesellschaft, Enskilda Securities Scandinaviska Enskilda Limited, European Banking Company Limited, First Chicago Limited, Fuji International Finance Limited, Gefina International Ltd., Genossenschaftliche Zentralbank AG Vienna, Genossenschaftliche Zentralbank AG, Gocentrale und Bank der österreichischen Sparkassen, Goldman Sachs International Corp., Hanseatic Bank Limited, Hill Samuel & Co. Limited, Hoare Govett Ltd., E.F. Hutton and Company (London) Limited, IBI International Limited, Kansai-Osaka-Frankfurt, Kidder, Peabody International Limited, Kredittbank N.V., Lazard Frères & Co. Limited, Lloyds Bank International Limited, ITCB International Limited, Lazard Frères & Co. Limited, Lazard Frères & Co. Limited, Lazard Frères & Co. Limited, Leclercq Young Wain International Limited, Merrill Lynch Capital Markets, Metzler seel. Sohn & Co., Mitsubishi Finance International Limited, Morgan Stanley International Limited, Nippon Credit International (SE) Ltd., Niederlande Creditbank nv, Nippon Kangyo Kabumaru (Europe) Limited, Norddeutsche Landesbank Girozentrale, Orion Royal Bank Limited, Österreichische Länderbank, PK Christiania Bank (UK) Ltd., Prudential-Bache Limited, Rea Brothers Plc, K.M. Rothschild & Sons Limited, Sanwa Bank (Underwritten) Limited, Scandinavian Bank Limited, Schoeller & Co. Bankaktiengesellschaft, J. Henry Schroder Wagg & Co. Limited, Simon & Coates, Singer & Friedlander Limited, Smith Barney, Harris Upham & Co. Incorporates, Société Générale, Société Générale de Banque, Strass, Turnbull & Co., Sumitomo Trust International Limited, Union Bank of Switzerland (Securities) Limited, Westdeutsche Landesbank Girozentrale, Veritas- und Westbank, M.M. Warburg-Brinckman, Wirtz & Co., Wardley, Westdeutsche Landesbank Girozentrale, Deak Witter Reynolds Overseas Ltd., Wood Gundy Limited, Yamaichi International (Europe) Limited, Yasuda Trust Europe Limited



U.S. \$50,000,000 AEGON N.V.

11 1/2% Bonds due 1991

and Warrants to Subscribe

U.S. \$50,000,000 11 1/2% Bonds due 1991

MORGAN GUARANTY LTD

AMRO INTERNATIONAL LIMITED

MORGAN STANLEY INTERNATIONAL

ALGEMENE BANK NEDERLAND N.V.

DEUTSCHE BANK AKTIENGESELLSCHAFT

KREDIETBANK INTERNATIONAL GROUP

J. HENRY SCHRODER WAGG & CO. LIMITED

SWISS BANK CORPORATION INTERNATIONAL LIMITED

February 15, 1984

All of these securities have been sold. This announcement appears as a matter of record only.

INTERNATIONAL CAPITAL MARKETS AND COMPANIES

U.S. BONDS

Further fall in prices as hopes of Fed easing disappear

THE NEAR month-long decline in U.S. bond prices continued last week and long-term yields hit their highest level for over 18 months.

day that he expected the U.S. gross national product to grow at 6 per cent in the first quarter of this year and at 5 per cent in the second quarter.

U.S. INTEREST RATES (%) Week to Week

per cent. In addition, he believes the next move by the Fed will be toward a tighter monetary policy.

Leaving aside the credit markets, understandable concerns about the stream of bearish economic data, bond prices are also being overshadowed by a considerable amount of inventory from the recent Treasury auction, which has still to find a permanent home.

William Hall

Ciba-Geigy to increase payout after profits rise

BY JOHN WICKS IN ZURICH

CIBA-GEIGY, the Swiss chemicals and pharmaceuticals company, is to increase its dividends for both shares and participation certificates from SwFr 28 to SwFr 31 a share.

Nestlé, the Swiss-based food-stuffs group, has expanded its Canadian operations by the acquisition of Goodhost Foods, of Toronto, at an undisclosed price.

The Nestlé group has seven plants of its own in Canada. Six of these, controlled by Nestlé Enterprises of Don Mills, produce food-stuffs and the seventh, run by the Mississauga-based subsidiary Alcon Canada, produces ophthalmological products.

Sohio pulls out of oil shale project

By William Hall in New York

SOHIO, the U.S. oil company majority-owned by British Petroleum, is cutting back on its involvement in the pioneering oil shale industry in the U.S.

The pace of oil shale development in the U.S. has slowed recently in response to lower crude oil prices. Sohio Shale Oil, the operating unit, said it continued to believe that oil from shale would contribute to the country's growing energy needs.

Texas Air posts \$178m loss for year

BY OUR FINANCIAL STAFF

FURTHER hefty losses are reported by Continental Air Lines, which filed for Chapter 11 bankruptcy in September, and its parent, Texas Air.

Continental's fourth quarter loss widened from \$21.7m in 1982 to \$57.1m. This brought the annual deficit to \$218.2m, against a \$60.8m loss previously.

INTERNATIONAL APPOINTMENTS

Mr Peter Lord, managing director designate, Hoare Govett (Far East)

Mr Harold J. Meyerman has been named executive vice-president and manager of FIRST

North American quarterly results

Table with columns for company names (AM INTERNATIONAL, MOORE, NATIONAL CAN, JMT GROUP, LONG STAR INDUSTRIES, LOWIS, NORGEN ENERGY RESOURCES) and rows for financial metrics (Revenue, Net profit, Op. net per share) for 1983 and 1982.

President named for EFIM

The Italian Government has named a new president of EFIM, the smallest of Italy's three major state holding companies, writes Alan Friedman in Milan.

Mr Keith E. Bailey has been elected president and chief operating officer of NORTHWEST CENTRAL PIPELINE CORP., a subsidiary of the Williams Companies.



INTERSTATE BANK OF CALIFORNIA's international division. Formerly senior vice-president and group head, Europe, for Bankers Trust corporate department, based in London, Mr Meyerman has been responsible for multinational and other corporate business in Europe, including global insurance and shipping.

Mr Jacques-Philippe Marsson to assistant vice president. Mr David Woods has been appointed head of information for GATT in Geneva.

Mr Robert L. Cummings, vice president, who has headed the branch since 1981. Mr Cummings has general manager of its branch in Bahrain. He succeeds Mr Robert L. Cummings, vice president, who has headed the branch since 1981.

FT INTERNATIONAL BOND SERVICE advertisement. Includes U.S. \$100,000,000 The Nippon Credit Bank (Curaçao) Finance, N.V. 11% Guaranteed Notes Due 1990. Lists various international bond services and a detailed table of bond offerings with columns for issuer, amount, and yield.

Handwritten signature: J. M. L. S. D.

Steaua Romana into loss

A £110,701 loss before tax, against a £30,160 profit, was incurred by Steaua Romana (British) in the six months to end December 1983.

FT Share Information

The following securities have been added to the Share Information Service: Kia Ora Gold Corporation NL (Section: Mines/Australians), Moray Firth Holdings (Beers, Wines and Spirits), Welpac (Industries).

HunterPrint chief optimistic on year

DESPITE the current competitive economic climate Mr Michael G. Hunter, chairman of Hunter Print Group, says he is optimistic that, backed by a continuing programme of investment, further progress will result for the group in 1984.

As already reported on February 17, pre-tax profits of this quality colour printer expanded by 27 per cent from £1.12m to £1.71m, for the year to October 2, 1983, on sales of £20.79m against £18.66m.

Mr Hunter tells shareholders that the current financial year has made a good start with turnover and profits showing an improvement over the corresponding period of last year.

Cluff Oil counters bid rejection

ALGY CLUFF'S oil exploration company, Cluff Oil, has countered the rejection by Oil and Associated Investment Trust of Cluff's Oil's £10m cash bid, with further arguments in support of its bid to a letter to Oil and Associated shareholders.

Cluff Oil rejects the defence of Oil and Associated that it is a "unique investment in a high yielding portfolio of quality companies in the oil and energy-related sectors."

Cluff also argues that if shareholders want to liquidate their investment then the present offer underwritten by Samuel Montagu, which is equivalent to 102 per cent of net asset value call.

The first closing date for Cluff's offer is Thursday March 1. It is offering its own "R" shares, taking their price as 100 to the value of 116 per cent of the net asset value of each Oil and Associated share.

Solid foundation for Securiguard

THE ADDITION of Property Guards has increased Securiguard's number of employees to around 2,500 with contracts and assignments operating from the Shetlands to the West of England.

Mr A. P. Baldwin, the chairman, says in his annual statement: "Our policy will be to seek further acquisitions in the security, cleaning and allied service sectors as suitable opportunities arise."

As reported on February 1, the 1983-84 year was one of continued growth for the group, which came to the USM last May. Sales rose by over 23 per cent to £7.5m in the 52 weeks to October 30, and pre-tax profits by over 70 per cent to £232,000 (£213,000 for 52 weeks).

The Academy cleaning division's core business - commercial cleaning contracts - represented some 85 per cent of its annual turnover, with further major contracts being secured in 1983.

enormous, the chairman says, with the market in NHS cleaning services amounting to over £200m.

The security division again achieved excellent growth. Within the past three years its three original operating centres have established a secure foothold in a highly competitive market.

Significant inroads have been made in obtaining contracts with the Public Sector. In the last half of 1983, Securiguard gained long-term contracts with the Public Sector worth some £900,000.

Nonetheless, the security division, like Academy, currently records only a modest proportion of its turnover in Public Sector work.

EQUITIES

Table with columns: Issue Price, Amount, Latest Return, 1983/84 High/Low, Stock, Opening Price, Change, Dividend, Yield, etc.

FIXED INTEREST STOCKS

Table with columns: Issue Price, Amount, Latest Return, 1983/84 High/Low, Stock, Opening Price, Change, Dividend, Yield, etc.

"RIGHTS" OFFERS

Table with columns: Issue Price, Amount, Latest Return, 1983/84 High/Low, Stock, Opening Price, Change, Dividend, Yield, etc.

PENDING DIVIDENDS

Table with columns: Date, Announcement, Date, Announcement, etc.

BIDS AND DEALS IN BRIEF

Table with columns: Company, Date, Details, etc.

SHARE STAKES

Table with columns: Company, Date, Details, etc.

BOARD MEETINGS

Table with columns: Company, Date, Details, etc.

FUTURE DATES

Table with columns: Company, Date, Details, etc.

STOCK BECH & CO

The Bristol & West Building, Broad Quay, Bristol BS1 4DD. Warwick Court, Throgmorton Street, London EC2N 2AY. 75 Edmund Street, Birmingham B3 3HL.

NEW ISSUE These Notes having been sold, this announcement appears as a matter of record only. FEBRUARY 1984

U.S. \$50,000,000

Pirelli Financial Services Company N.V.

(Incorporated with limited liability in the Netherlands Antilles)

Guaranteed Floating Rate Notes Due 1994

Unconditionally guaranteed by



Pirelli Société Générale S.A.

(Incorporated with limited liability in Switzerland)

- Credit Suisse First Boston Limited, Citicorp Capital Markets Group, Arab Banking Corporation (ABC), Bank of America International Limited, Bank of Tokyo International Limited, Banque Nationale de Paris, Banque Paribas, Continental Illinois Capital Markets Group, County Bank Limited, European Banking Company Limited, IBJ International Limited, Lazard Frères et Cie, Morgan Grenfell & Co. Limited, Morgan Guaranty Ltd, Orion Royal Bank Limited, Swiss Bank Corporation International Limited, S. G. Warburg & Co. Ltd.

Electronic Machine to progress

The current year should show "pleasing progress" Mr Peter Anninos, the chairman, told shareholders at the Electronic Machine Co annual meeting.

However, he pointed out that the early months of the year had been held back by further trading difficulties in the precision engineering subsidiary.

therefore not be expected until the second half of the year.

The contract for the sale of the Thornton Heath property was due for completion on February 29.

mechanical plant for the nuclear power industry

Fairly Construction is a wholly owned subsidiary of Fairry Engineering of Stockport, which has acquired the existing management and goodwill of Tullett and Riley Leasing Limited for £25,000 cash.

F.E.S. Northern has an established reputation for design, manufacture and erection of pipework systems and the workshops and field fabrication of tanks and vessels for the fine chemical, nuclear and pharmaceutical industries.

General Stockholders Investment Trust

General Stockholders Investment Trust, a director, has sold 194,547 ordinary shares, has sold 194,547 ordinary shares, has sold 194,547 ordinary shares.

Espey-Tyas Property Group - P. J. Gilman, a director, has sold 194,547 ordinary shares.

Associated Fisheries

Associated Fisheries - Following recent acquisitions Eastern Fish (London, London) and its subsidiaries now have an interest in 7,789,000 ordinary shares.

A & M Hire - C. P. MacLean, a director, has disposed of 1m shares and is now the registered holder of 15.75m shares (35.8 per cent).

WOOD GUNDY CALATCHI CHINA INVESTMENTS LTD. 沃康中国投资有限公司. DR. RALPH-FRANKLIN CALATCHI as Chairman and Chief Executive. 康乐祺博士为该公司董事长. Wood Gundy Limited 沃德冈迪有限公司.

FINANCIAL TIMES STOCK INDICES. Table with columns: Govt Secs, Fixed Interest, Industrial Ord, Gold Mines, FT-Act. All Share.

LADBROKE INDEX Based on FT Index 811-815 (+7) Tel: 01-493 5261

Today's Rates 10 1/2% - 11% 3i Term Deposits. Deposits of £1,000 - £50,000 accepted for fixed terms of 1-10 years.

DENMANS ELECTRICAL PLC. Placing by STOCK BECH & CO of 433503 Ordinary Shares of 25p each at 162p per share.

Business in Parliament

TODAY Commons: debate on changes in conditions of service in Government Communications Headquarters...

Country Planning Bill, third reading. Education (Amendment) (Scotland) Bill, third reading...

Witnesses: Magistrates Association; Barristers' Clerks' Association...

THURSDAY Commons: motion on the Appropriation (Northern Ireland) Order...

FRIDAY Commons: Private Members' Motions...

Decision to establish ombudsman justified

BY ERIC SHORT

THE Insurance Ombudsman Bureau has been in operation for almost three years, being set up in March 1981 by three insurance groups...

of indifference at the time from the majority of companies, and the outright hostility of a minority. So these three insurance groups decided to go it alone...

Analysis of inquiries received in 1983 by the Insurance Ombudsman Bureau. Table with columns: Type of policy, Number of inquiries.

Haswell upheld the companies' decision in 232 cases, while in 483 cases the complainant dropped his inquiry after the conditions of the case...

In his report Mr Haswell urges companies to be clear in their policy wording and in explanations to policy holders. He wants insurance companies to ask simple unambiguous questions...

COMPANY MEETINGS. Table listing various company meetings such as Barrow Shipbuilders, Baxendale, etc.

DIVIDEND & INTEREST PAYMENTS. Table listing various dividend and interest payments for companies like Amalgamated, Anglo, etc.

BOARD MEETINGS. Table listing various board meetings for companies like Amalgamated, Anglo, etc.

WEEK'S FINANCIAL DIARY. Table listing various financial events and news items for the week.

Liberty Life Association of Africa Limited logo and introductory text.

Preliminary results and declaration of dividend for the year ended 31 December 1983

The preliminary consolidated financial position and results, subject to final audit, of Liberty Life Association of Africa Limited and its subsidiaries for the year ended 31 December 1983 are set out below:

Financial statements including A. SUMMARISED GROUP BALANCE SHEET, B. SUMMARISED GROUP INCOME STATEMENT, C. NEW BUSINESS PREMIUM INCOME, and E. PROPOSED RIGHTS OFFER.

D. DECLARATION OF FINAL ORDINARY DIVIDEND IN RESPECT OF THE YEAR ENDED 31 DECEMBER 1983. Notice is hereby given that final ordinary dividend No. 32 of 122 cents per share has been declared...

On behalf of the board. D Gordon (Chairman), H P de Villiers (Deputy chairman), M I Hilkowitz (Managing director). Johannesburg, 23 February 1984.

THE KINGDOM OF DENMARK logo and introductory text.

U.S.\$100,000,000 Floating Rate Notes due 1992. In accordance with the provisions of the Notes and the Agent Bank Agreement between The Kingdom of Denmark and Citibank N.A., dated February 17, 1982, notice is hereby given that the Rate of Interest has been fixed at 10 3/8% per annum...



SABENA advertisement. Text: 'I've put you on Sabena Flying's less fuss via Brussels'. Includes Sabena logo and 'BELGIAN AIRLINES'.

NEW YORK STOCK EXCHANGE COMPOSITE CLOSING PRICES

Closing prices February 24

هل هذا من اصيل

12 Month	Stock	Dr. Yld. P. St. High	Low	Open	Close	Change	12 Month	Stock	Dr. Yld. P. St. High	Low	Open	Close	Change
	AA	14.25	14.25	14.25	14.25			AA	14.25	14.25	14.25	14.25	
	AAE	14.25	14.25	14.25	14.25			AAE	14.25	14.25	14.25	14.25	
	AAH	14.25	14.25	14.25	14.25			AAH	14.25	14.25	14.25	14.25	
	AAI	14.25	14.25	14.25	14.25			AAI	14.25	14.25	14.25	14.25	
	AAJ	14.25	14.25	14.25	14.25			AAJ	14.25	14.25	14.25	14.25	
	AAK	14.25	14.25	14.25	14.25			AAK	14.25	14.25	14.25	14.25	
	AAAL	14.25	14.25	14.25	14.25			AAAL	14.25	14.25	14.25	14.25	
	AAAM	14.25	14.25	14.25	14.25			AAAM	14.25	14.25	14.25	14.25	
	AAAN	14.25	14.25	14.25	14.25			AAAN	14.25	14.25	14.25	14.25	
	AAAO	14.25	14.25	14.25	14.25			AAAO	14.25	14.25	14.25	14.25	
	AAAP	14.25	14.25	14.25	14.25			AAAP	14.25	14.25	14.25	14.25	
	AAAS	14.25	14.25	14.25	14.25			AAAS	14.25	14.25	14.25	14.25	
	AAAT	14.25	14.25	14.25	14.25			AAAT	14.25	14.25	14.25	14.25	
	AAAU	14.25	14.25	14.25	14.25			AAAU	14.25	14.25	14.25	14.25	
	AAAV	14.25	14.25	14.25	14.25			AAAV	14.25	14.25	14.25	14.25	
	AAAW	14.25	14.25	14.25	14.25			AAAW	14.25	14.25	14.25	14.25	
	AAAX	14.25	14.25	14.25	14.25			AAAX	14.25	14.25	14.25	14.25	
	AAAY	14.25	14.25	14.25	14.25			AAAY	14.25	14.25	14.25	14.25	
	AAAZ	14.25	14.25	14.25	14.25			AAAZ	14.25	14.25	14.25	14.25	
	AAA	14.25	14.25	14.25	14.25			AAA	14.25	14.25	14.25	14.25	
	AAA1	14.25	14.25	14.25	14.25			AAA1	14.25	14.25	14.25	14.25	
	AAA2	14.25	14.25	14.25	14.25			AAA2	14.25	14.25	14.25	14.25	
	AAA3	14.25	14.25	14.25	14.25			AAA3	14.25	14.25	14.25	14.25	
	AAA4	14.25	14.25	14.25	14.25			AAA4	14.25	14.25	14.25	14.25	
	AAA5	14.25	14.25	14.25	14.25			AAA5	14.25	14.25	14.25	14.25	
	AAA6	14.25	14.25	14.25	14.25			AAA6	14.25	14.25	14.25	14.25	
	AAA7	14.25	14.25	14.25	14.25			AAA7	14.25	14.25	14.25	14.25	
	AAA8	14.25	14.25	14.25	14.25			AAA8	14.25	14.25	14.25	14.25	
	AAA9	14.25	14.25	14.25	14.25			AAA9	14.25	14.25	14.25	14.25	
	AAA0	14.25	14.25	14.25	14.25			AAA0	14.25	14.25	14.25	14.25	
	AAA1	14.25	14.25	14.25	14.25			AAA1	14.25	14.25	14.25	14.25	
	AAA2	14.25	14.25	14.25	14.25			AAA2	14.25	14.25	14.25	14.25	
	AAA3	14.25	14.25	14.25	14.25			AAA3	14.25	14.25	14.25	14.25	
	AAA4	14.25	14.25	14.25	14.25			AAA4	14.25	14.25	14.25	14.25	
	AAA5	14.25	14.25	14.25	14.25			AAA5	14.25	14.25	14.25	14.25	
	AAA6	14.25	14.25	14.25	14.25			AAA6	14.25	14.25	14.25	14.25	
	AAA7	14.25	14.25	14.25	14.25			AAA7	14.25	14.25	14.25	14.25	
	AAA8	14.25	14.25	14.25	14.25			AAA8	14.25	14.25	14.25	14.25	
	AAA9	14.25	14.25	14.25	14.25			AAA9	14.25	14.25	14.25	14.25	
	AAA0	14.25	14.25	14.25	14.25			AAA0	14.25	14.25	14.25	14.25	
	AAA1	14.25	14.25	14.25	14.25			AAA1	14.25	14.25	14.25	14.25	
	AAA2	14.25	14.25	14.25	14.25			AAA2	14.25	14.25	14.25	14.25	
	AAA3	14.25	14.25	14.25	14.25			AAA3	14.25	14.25	14.25	14.25	
	AAA4	14.25	14.25	14.25	14.25			AAA4	14.25	14.25	14.25	14.25	
	AAA5	14.25	14.25	14.25	14.25			AAA5	14.25	14.25	14.25	14.25	
	AAA6	14.25	14.25	14.25	14.25			AAA6	14.25	14.25	14.25	14.25	
	AAA7	14.25	14.25	14.25	14.25			AAA7	14.25	14.25	14.25	14.25	
	AAA8	14.25	14.25	14.25	14.25			AAA8	14.25	14.25	14.25	14.25	
	AAA9	14.25	14.25	14.25	14.25			AAA9	14.25	14.25	14.25	14.25	
	AAA0	14.25	14.25	14.25	14.25			AAA0	14.25	14.25	14.25	14.25	

Continued on Page 22

Closing prices February 24

AMERICAN STOCK EXCHANGE COMPOSITE CLOSING PRICES

12 Month	High	Low	Stock	Div. Yld.	P/E	100s	High	Low	Class	Open	Close	12 Month	High	Low	Stock	Div. Yld.	P/E	100s	High	Low	Class	Open	Close
154	154	154	Alltel									154	154	154	Alcoa	4.2	15	100	154	154			
154	154	154	Alcoa	4.2	15	100	154	154				154	154	154	Alcoa	4.2	15	100	154	154			
154	154	154	Alcoa	4.2	15	100	154	154				154	154	154	Alcoa	4.2	15	100	154	154			

Continued on Page 23

NEW YORK STOCK EXCHANGE COMPOSITE CLOSING PRICES

12 Month	High	Low	Stock	Div. Yld.	P/E	100s	High	Low	Class	Open	Close	12 Month	High	Low	Stock	Div. Yld.	P/E	100s	High	Low	Class	Open	Close
12	12	12	Continued from Page 21									12	12	12	Continued from Page 21								
12	12	12	Continued from Page 21									12	12	12	Continued from Page 21								

Continued on Page 23

Sales figures are optional. Yearly highs and lows reflect the previous 52 weeks plus the current week, but not the latest trading day. Where a split or stock dividend amounting to 25 percent or more has taken place, the year's high and low range and dividend are shown for the new stock only. Unless otherwise noted, rates of dividend are annual dividends based on the latest declaration.

Stocks are listed in alphabetical order by stock symbol. Stock symbols are listed in alphabetical order by stock symbol. Stock symbols are listed in alphabetical order by stock symbol.

Stock symbols are listed in alphabetical order by stock symbol. Stock symbols are listed in alphabetical order by stock symbol. Stock symbols are listed in alphabetical order by stock symbol.

Handwritten signature or scribble at the bottom of the page.

Handwritten Arabic text at the top of the page.

WORLD STOCK MARKETS

OVER-THE-COUNTER

Nasdaq National Market closing prices

Closing prices Feb. 24

Table of Nasdaq National Market closing prices for various stocks, including columns for stock name, price, and change.

Table of closing prices for various stocks, including columns for stock name, price, and change.

Table of closing prices for various stocks, including columns for stock name, price, and change.

CANADA

Table of closing prices for Canadian stocks, including columns for stock name, price, and change.

ITALY

Table of closing prices for Italian stocks, including columns for stock name, price, and change.

HONG KONG

Table of closing prices for Hong Kong stocks, including columns for stock name, price, and change.

AMERICAN STOCK EXCHANGE CLOSING PRICES

Table of American Stock Exchange closing prices for various stocks, including columns for stock name, price, and change.

NEW YORK CLOSING PRICES

Table of New York closing prices for various stocks, including columns for stock name, price, and change.

Continued from Page 25

Table of closing prices for various stocks, including columns for stock name, price, and change.

FRANCE

Table of closing prices for French stocks, including columns for stock name, price, and change.

SINGAPORE

Table of closing prices for Singapore stocks, including columns for stock name, price, and change.

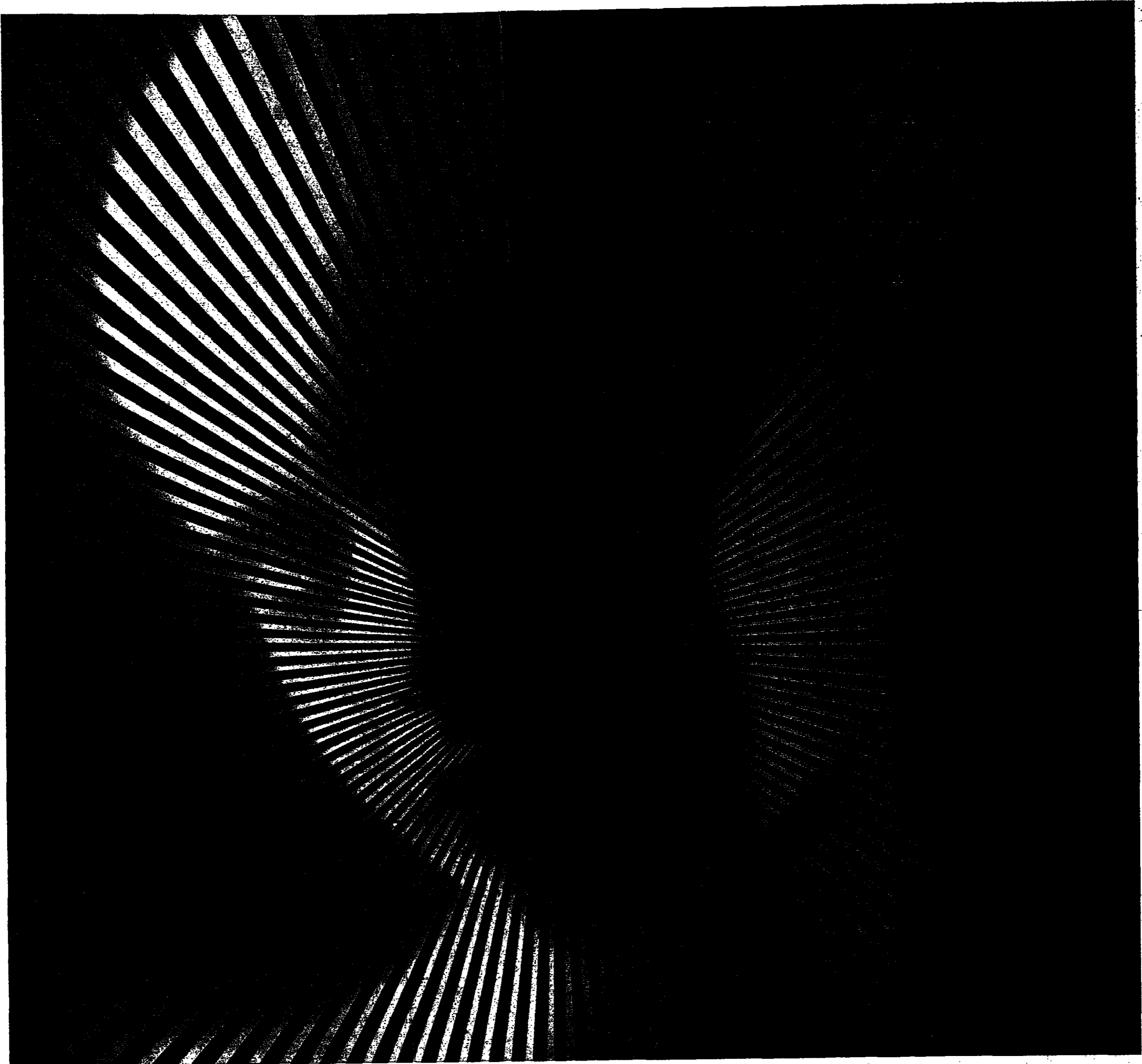
SOUTH AFRICA

Table of closing prices for South African stocks, including columns for stock name, price, and change.

WORLD VALUE OF THE POUND every Tuesday in the Financial Times

Table showing the world value of the pound in various currencies, including columns for currency, value, and change.

NOTES: Prices on this page are as quoted on the individual exchange and are subject to change without notice.



Making sure the future has a future.

One of the problems with a recession is that it tends to make people live from day to day. The trouble is that when tomorrow comes along, it finds you as prepared as a sunbather in a snowstorm.

So for some time, STC has combined thought, action and resources towards a positive vision for the future.

One way was to pioneer the new generation communications link: optical fibre landlines.

We will also be the first to put optical fibres into underwater systems when the proposed cable linking Britain and Belgium comes into operation.

Another way was to enlarge our business folio to include a whole range of medical services and the operation and maintenance of air traffic control systems.

Not things you'd traditionally associate with STC but highly successful ventures nevertheless.

This innovative approach has helped STC almost to double its turnover in a single year.

It shows just what a British company can do if it not only adapts to change. But actually initiates it.

If you would like to take a closer look at how

STC is shaping the future, please write to:
Peter Earl at Standard Telephones and Cables plc,
STC House, 190 Strand, London WC2R 1DU.



NATIONAL AND INTERNATIONAL COMMUNICATIONS SYSTEMS · BUSINESS TERMINALS · OFFICE AUTOMATION SYSTEMS · CONSUMER ELECTRONICS · AVIATION ·
ELECTRONIC COMPONENTS · DEFENCE AND MARITIME COMMUNICATIONS SYSTEMS · MEDICAL AND SOFTWARE SERVICES · TRAINING SUPPORT · TECHNICAL AND TECHNOLOGICAL CONSULTANCY

هكذا مستقبلنا

هنگامه اول

WORLD STOCK MARKETS

NEW YORK INDICES

Table containing various stock indices for New York, including Dow Jones, Standard and Poors, and NYSE All Common, with columns for dates and values.

Table listing international stock markets such as Australia, Austria, Belgium, Denmark, France, Germany, Hong Kong, Italy, Japan, Netherlands, Norway, Singapore, South Africa, Spain, Sweden, Switzerland, and World Capital Intl.

NEW YORK ACTIVE STOCKS

Table listing active stocks in New York with columns for stock name, sales, high, low, last, and change.

OVER-THE-COUNTER Nasdaq National Market closing prices

Table listing over-the-counter stocks from the Nasdaq National Market with columns for stock name, sales, high, low, last, and change.

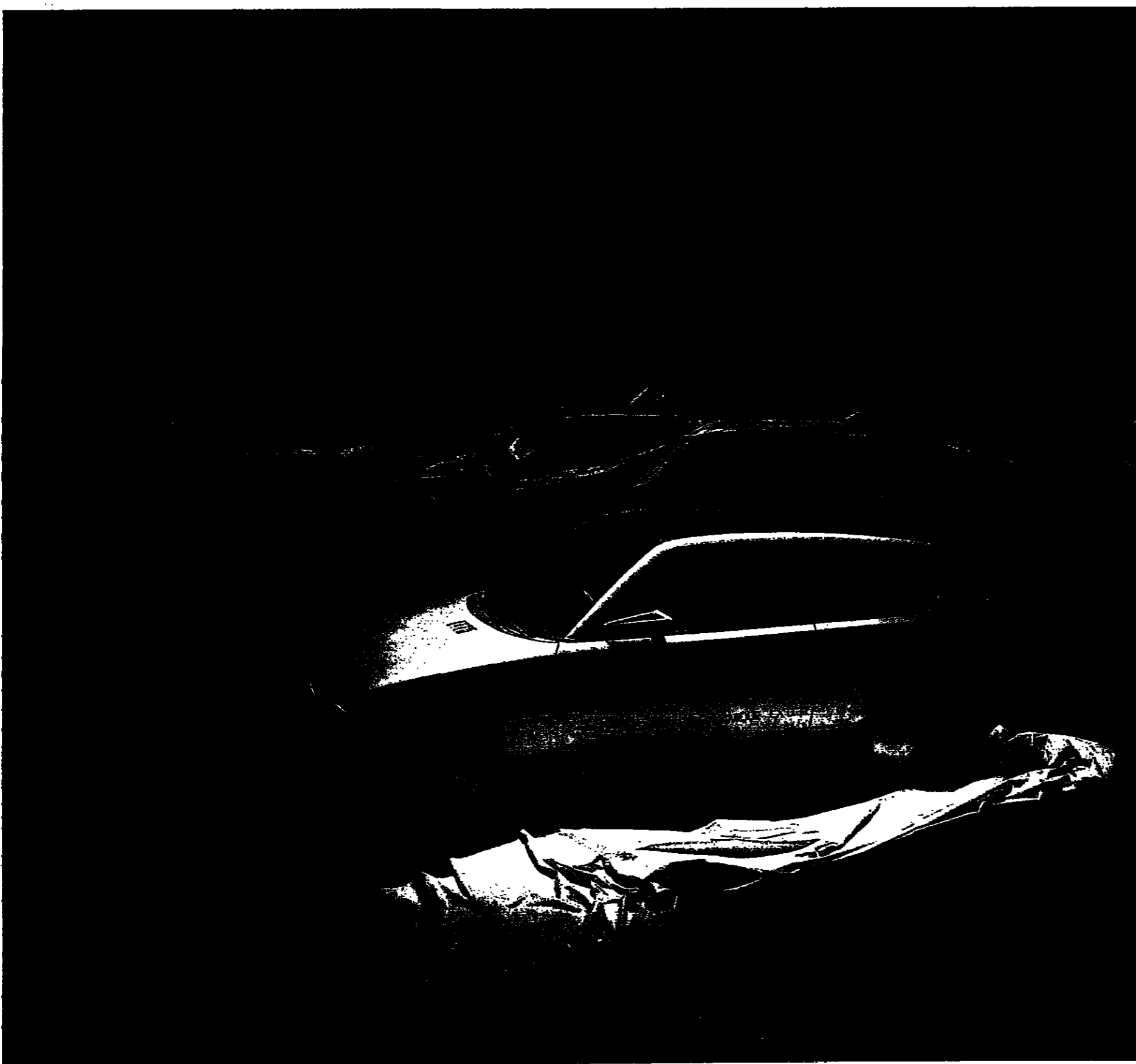


Everyday, JAL Executive Class adds to the comfort of travellers flying to the Far East.

Luxurious comfort. Graceful Japanese hospitality. A separate cabin behind First Class. More room to stretch out and relax. It's all part of the sumptuous service in JAL Executive Class. Seating is only 8-abreast. Seat pitch is increased to 37 inches. Seats recline to 37°. Comfort is the word—with 6-inch armrests, even a footrest to relax you. A 'welcome' glass of champagne is waiting for you on board. In-flight service offers you separate hors d'oeuvres, followed by a choice of superb meals served on chinaware. Linen napkins and tablecloths add to the style. There's also complimentary bar service and in-flight entertainment. Enjoy it all on our B747's flying daily from Heathrow one-stop to Tokyo. With our exclusive Japanese hospitality, JAL Executive Class sets a new standard for long-distance travel.



Advertisement for Renault Vesta featuring the text 'FUTURE SHOCK' and 'RENAULT WE'RE HERE'. It includes a small image of a futuristic car and text describing its advanced features and performance.



BUSINESSMANS DIARY

UK TRADE FAIRS AND EXHIBITIONS
 Feb 27-March 2 International Electrotechnical Exhibition—ELECTREX (0468 22288) NEC, Birmingham
 Feb 28-March 2 Fleet News Motor Show (Peterborough (0753) 63100) Wembley
 March 4 International Automotive Parts and Accessories Trade Show—AUTOPART '84 (High Wycombe (0494) 41948) Barbican
 March 6-9 Oceano International Exhibition and Conference (01-549 5831) Brighton
 March 7-8 Direct Marketing Fair (London Colney (0727) 22200)
 Kensington Exhibition Centre
 March 7-April 1 Daily Mail Ideal Home Exhibition (01-222 3241) Earls Court
 March 12-16 International Rubber Exhibition and Conference—RUBBEREX (01-488 7781) NEC, Birmingham
 March 13-15 Computer Trade Show (01-643 5040) Wembley

OVERSEAS TRADE FAIRS

Feb 28-March 2 Retail and Distributive Exhibition—RETAIL EUROPE (Burslem (0758) 245885) Amsterdam
 March 1-10 Athens Boat Show (01-876 2700) Athens
 March 13-15 International Electrical and Electronic Engineering Show—ELENEKX (01-486 1951) Hong Kong
 March 13-15 The Semicon/Europa Electronics Show (01-553 8807) Zurich
 March 14-18 Scandinavian Travel and Tourism Exhibition (45.1.51.88.11) Frankfurt

BUSINESS AND MANAGEMENT CONFERENCES

Feb 27 IFS: What is the PSBR for? (01-225 7545) Regent Palace Hotel, W1
 Feb 27-28 FT Conference: The City and Europe—10-year appraisal (01-621 1355) Dorchester Hotel, W1
 Feb 28-29 FT Conference: Cable television and satellite broadcasting (01-621 1355) InterContinental Hotel, W1
 March 2 Cable and Satellite Europe: The Cable and Broadcasting Bill 1984, legal results and practical implications (01-352 1132) Royal Garden Hotel, W8
 March 5 IFS: Taxation of savings (01-828 1355) Regent Palace Hotel, W1
 March 5-6 United Bank for Africa: International conference on foreign debt and Nigeria's economic developments (01-626 7205) Lagos
 March 5-9 RRG: Effective insurance marketing (01-226 2175) Royal Horseguards Hotel, SW1
 March 6 KAE Developments: Business development conference, "What really succeeds in practice?" (01-579 6118) Barbican, EC2
 March 6-7 FT Conference: The Euromarkets in 1984 (01-621 1355) Inter Continental Hotel, W1

Anyone wishing to attend any of the above events is advised to telephone the organisers to ensure that there has been no change in the details published.

CONSTRUCTION CONTRACTS

Budge wins £8.5m A56 by-pass work

A. F. BUDGE (CONTRACTORS), Retford, has been awarded an £8.5m contract for the A56 by-pass, southern section. The 120-week contract, which includes 5.4 km of dual two-lane carriageway, a grade separated junction with slip roads, five reinforced concrete bridges and one reinforced concrete box culvert, is being carried out for the Department of the Environment.

Contracts totalling £3.4m have been awarded to JOHN HOWARD & CO. These include a £500,000 project for reconstruction of the River Humber embankment adjacent to Immingham Docks. Work consists of sheet pile piling, pre-cast and in situ concrete embankment and apron works and the provision of sea defence gates. The contract is on behalf of Fairclough Civil Engineering for the Anglian Water Authority. At Preston Dock the company has a £1.3m project to repair lock gates and construct a storm gate, sill and bunds, with provision of lighting, bank protection and services, for the Borough of Preston. Howard also has two contracts with a combined value of £100,000 for piling work on Penwortham Bypass, Preston, and dolphin repairs on the Victoria Embankment, London, for PSA.

Union WII, a Bahrain construction company managed by John Howard, has been awarded a £500,000 contract for repairs to Berth 13 involving removal

(supervoltage) building, and covers installation of a Varian linear accelerator, including the provision of radiation protective shielding.

Softwood Glulam beams and cement bonded particle board, Duripanel, both from MALLENSON-DENNY are to be used on roof construction on the Southern Water Authority operations centre in Hampshire. The design called for exposed beams in a low-energy, low profile building. The order is worth £150,000. The new building at Otterbourne houses the reorganised Hampshire division of the authority with engineering, operations, scientific services, administration and finance under one roof. Main contractor is Waring's, Portsmouth.

The Wessex Regional Health Authority has awarded a £4m contract to Devizes-based building contractor, W. E. CHIVERS & SONS for work at the Royal United Hospital, Bath. The contract, to be completed by May 1984, is for a 168-bed ward, boiler house complex and a corridor linking the new ward to the existing orthopaedic hospital. Construction will include a waste disposal room, oxygen store and salination plant, a garage block, an emergency generator room, new roads, a courtyard and car park. Chivers will also refurbish the hospital's special care baby unit for £37,000.

GLEESON (CITY), a subsidiary of M. J. Gleeson Group, has a contract worth £640,000 for refurbishment of Isleworth House in Epsom. This is a three-storey office block and part-basement with a gross area of over 18,000 sq ft. Completion is due in July.

Galliford busy with £8m batch

GALLIFORD GROUP has won contracts totalling over £8.5m, one of which is a second river crossing in Burton upon Trent for Staffordshire County Council valued at over £2.5m. The carriageway will stretch between Branton Road and Stanton Road, Stapenhill. Included in the project are eight reinforced pre-cast concrete spans and the placing of 7,500 cu metres of concrete. An additional 40,000 tonnes of quarry products will also be used in the construction. When completed in the autumn of 1985, it is expected to ease traffic on the A50 over the existing bridge. Other contracts include a generator building at COD Donnington, near Telford, to be carried out by APW Construction, and flats for the retired to be built at Godmanchester for the Muir Housing Association by Stamford Construction.

Starts have been made by companies in the LOVELL GROUP on housing projects totalling well over £5m. Largest is a £1.96m partnership agreement between F. Rendell & Sons with South Oxfordshire District Council for 92 homes at Watlington; 85 for sale to council nominees and seven old people's bungalows which the council will rent. Lovell Special Works has won a £1.48m contract with the PSA for repairs and modifications to 88 married quarters at RAF Compton Bassett and a design and build contract (£32,000) for 19 homes which North Wilts

District Council will let to tenants at Chippenham, Wilts. At East Grimstead, Lovell Construction (Southern) is building a sheltered housing scheme of 29 flats including warden accommodation for the Warden Housing Association (£632,000) and at Shepherds Hill, Guildford, another 20 flats for the Borough Council (£385,000). The list is completed by a £214,000 contract for Lovell Special Works, Eastbourne branch, consisting of eight houses and four flats at Horsted Keynes, which Mid Sussex District Council will rent to council tenants.

Refurbishment contracts worth more than £2m, plus another £410,000 work awarded by London Transport for projects on Underground stations. Heading the list is an £371,000 alteration and refurbishment to provide office accommodation at 7-8 Stratford Place, W1. Lovell Farrow Construction is carrying out the work for Touche Remant Property Investment Trust. The premises, formerly head office of the Grand Metropolitan Group, comprise two houses plus a block at the back.

The transportation power supplies division of GEC TRANSMISSION AND DISTRIBUTION PROJECTS has been awarded a contract by the British Railway Board worth over £780,000 for trackside switching stations associated with their 25kV railway electrification programme. The contract is for the supply of equipment for two 25kV electrification projects—the lines from Colchester to Ipswich, Norwich and Harwich (120 route Km) in the EBE's eastern region and the conversion from 1,500V dc to 25kV ac of the line from Manchester to Glossop and Huddfield in the midland region.

CHIVERS
Our business has been building since 1884

21 Escombe Street, Devizes, Wiltshire SN10 1LL
Tel: (080) 2121, Telex: 444958
CHIVERS
WE CHIVERS & SONS LTD

£6m orders for Jones

A contract for Oxford University heads a batch worth nearly £6m awarded to J. M. JONES & SONS.

The Oxford order, worth £1.65m, is for construction of a two-storey library building and a four-storey building comprising a lecture theatre, entrance hall, seminar room, tutors' rooms and a dining room. The completion date is March 1986. The Mansfield Trustees Company has awarded a £1.65m contract for a factory/office building, phase one of an industrial development at White Waltham industrial estate, to be completed by September. The Oxford Regional Health Authority has awarded the third largest contract, worth £1.07m, for a pathology department at High Wycombe Hospital. The completion date is July 1985. The other contracts are: a two-storey extension to Ministry of Defence buildings at Chalfont St Peter, worth £315,000, for The Services Sound & Vision Corp; warehouse and offices at Jacksons Industrial Estate, Bourne End, for Runkydory Designs for £458,000; and an office block in Bracknell High Street for Scammell Properties, value £268,000.

This advertisement is published by London Brick PLC, whose directors (including those who have delegated detailed supervision of this advertisement) have taken all reasonable care to ensure that the facts stated and opinions expressed herein are fair and accurate and each of the directors accepts responsibility accordingly.

LONDON BRICK
HAS GOT IT RIGHT!

DON'T LET HANSON TRUST TAKE THE REWARDS OF OUR SUCCESS — THEY BELONG TO YOU

LONDON BRICK
STICK WITH US!

Financial Times Conferences

MULTINATIONALS AND EUROPEAN INTEGRATION

London: 5 & 6 April, 1984
 The Financial Times and the Institute for Research and Information on Multinationals are jointly sponsoring this important seminar which will examine the strategies and activities of multinationals and their role in creating a more competitive economy. The key note address will be given by Mr Gaston Thorn, President of the Commission of the European Communities. Other speakers include Dr Koji Kobayashi, Mr Patrick Sheehy, Mr Carlo de Benedetti, and Mr Helmut Maucher.

PENSIONS IN 1984—A TIME FOR CHANGE

London: 12 & 13 March, 1984
 This two-day conference will be opened by Dr Rhodes Boyson, MP, Minister of State for Social Security. Tom Heyes, Chairman, National Association of Pension Funds; Mr Michael Fitch, CMA, Noble Lowndes & Partners Limited; Mr Nigel Vinson, Chairman, Personal Capital Formation Group, Centre for Policy Studies; and Professor David Wilkie, Standard Life Assurance Company, will be among the speakers on this occasion.

THE SECOND AUTOMATED MANUFACTURING CONFERENCE: TOOLS FOR COMPETITION

London: 27 & 28 March, 1984
 This second Financial Times conference is aimed at present and potential users of factory automation. Experts will describe the state of the manufacturing industry, the latest advances in production technology, and the challenges and rewards of automation. The conference will be chaired by Sir Monty Finniston, FRS, president of the Association of British Chambers of Commerce, and former chairman, British Steel Corporation. Mr John Burchard, MP, Parliamentary Under-Secretary of State for Trade and Industry, will give the Government view.

All enquiries should be addressed to:
 The Financial Times Limited
 Conference Organisation
 Minster House, Arthur Street
 London EC4R 9AX
 Tel: 01-621 1355 (24-hour answering service)
 Telex: 27347 FTCONF G
 Cables: FINCONF LONDON

AUTHORISED UNIT TRUSTS

Table listing various unit trusts such as British Equities, British Government, and British Property, with columns for name, value, and price.

Table listing unit trusts under the heading 'British Equities' and 'British Government', including details like 'British Equities' and 'British Government'.

FT UNIT TRUST INFORMATION SERVICE

Main table of unit trusts including 'Crown Unit Trust Services Ltd', 'Goverst (John) Unit Trust', 'Legal & General (Unit Tr. Mgrs.) Ltd', and many others.

Table listing unit trusts under the heading 'SMB Management Ltd', including 'SMB Management Ltd' and 'SMB Management Ltd'.

Table listing unit trusts under the heading 'SMB Management Ltd' and 'SMB Management Ltd', including 'SMB Management Ltd'.

Insurances-continued

Table listing insurance companies and their details, including 'Albany Life Assurance Co Ltd'.

FT CROSSWORD PUZZLE No. 5353

Crossword puzzle grid with clues and numbers.

Offshore & Overseas continued

Table listing offshore and overseas investment funds, including 'Activa Investment Fund SA'.

Money Market

Table listing money market rates and instruments, including 'Lloyds Bank Treasury Bill'.

Money Market

Table listing money market rates and instruments, including 'Lloyds Bank Treasury Bill'.

Insurances-continued

Table listing insurance companies and their details, including 'Albany Life Assurance Co Ltd'.

Offshore & Overseas continued

Table listing offshore and overseas investment funds, including 'Activa Investment Fund SA'.

Money Market

Table listing money market rates and instruments, including 'Lloyds Bank Treasury Bill'.

Money Market

Table listing money market rates and instruments, including 'Lloyds Bank Treasury Bill'.

Money Market

Table listing money market rates and instruments, including 'Lloyds Bank Treasury Bill'.

Handwritten signature or text at the bottom of the page.

هكذا هنتاهل

Table of financial data including company names, stock prices, and exchange rates. Includes sections for 'Black Horse Life Ass. Co. Ltd.', 'British National Life Assurance Co. Ltd.', 'Crest Life Assurance Co. Ltd.', and 'Equity & Law Life Ass. Co. Ltd.'.

INSURANCE & OVERSEAS MANAGED FUNDS

Table of insurance and managed funds data. Includes sections for 'London & Manchester Co.', 'Prudential Life Assurance Co. Ltd.', 'Scottish Life Assurance Co. Ltd.', and 'Standard Life Assurance Company'.

Table of offshore and overseas managed funds data. Includes sections for 'Bank of America International S.A.', 'Bank of Montreal', 'Bank of New York', and 'Bank of Singapore'.

Table of financial data including company names, stock prices, and exchange rates. Includes sections for 'Black Horse Life Ass. Co. Ltd.', 'British National Life Assurance Co. Ltd.', 'Crest Life Assurance Co. Ltd.', and 'Equity & Law Life Ass. Co. Ltd.'.

OFFSHORE AND OVERSEAS

Text providing details and notes for the Offshore and Overseas section, including information about fund performance and investment strategies.

NOTES
Prices are in pence unless otherwise indicated and are based on the closing price of the share on the day of publication. Values in parentheses are the values of the shares in pence at the time of publication. Values in brackets are the values of the shares in pence at the time of publication.

HOTELS—Continued

Table of hotel shares including columns for Stock, Price, Div, and Yield.

INDUSTRIALS (Misc.)

Table of industrial shares including columns for Stock, Price, Div, and Yield.

FT LONDON SHARE INFORMATION SERVICE

Sumrie CLOTHES FOR MEN WHO CARE WHAT THEY WEAR

AMERICANS

Table of American stocks including columns for Stock, Price, Div, and Yield.

BUILDING INDUSTRY, TIMBER AND ROADS

Table of building industry, timber, and roads stocks.

DRAPERY—Continued

Table of drapery stocks.

ENGINEERING—Continued

Table of engineering stocks.

ELECTRICALS

Table of electrical stocks.

CANADIANS

Table of Canadian stocks.

BANKS, H.P. AND LEASING

Table of banks, H.P., and leasing stocks.

CHEMICALS, PLASTICS

Table of chemicals and plastics stocks.

FOOD, GROCERIES, ETC.

Table of food, groceries, etc. stocks.

DRAPERY AND STORES

Table of drapery and stores stocks.

ENGINEERING

Table of engineering stocks.

HOTELS AND CATERERS

Table of hotels and caterers stocks.

BRITISH FUNDS

Table of British funds including columns for Stock, Price, Div, and Yield.

INT. BANK AND O'SEAS GOVT. STERLING ISSUES

Table of international bank and overseas government sterling issues.

CORPORATION LOANS

Table of corporation loans.

COMMONWEALTH AND AFRICAN LOANS

Table of commonwealth and African loans.

LOANS

Table of loans.

BEERS, WINES AND SPIRITS

Table of beers, wines, and spirits.

FOREIGN BONDS & RAILS

Table of foreign bonds and rails.

Handwritten signature or mark at the bottom center of the page.

INDUSTRIALS—Continued

Table of industrial stocks including companies like ICI, BP, and various engineering firms, with columns for stock price, price change, and volume.

LEISURE—Continued

Table of leisure stocks including companies like B&W, Leisure, and various entertainment firms.

PROPERTY—Continued

Table of property stocks including companies like British Land, Granada, and various real estate firms.

INVESTMENT TRUSTS—Cont.

Table of investment trusts including companies like F&I, F&I, and various investment funds.

OIL AND GAS—Continued

Table of oil and gas stocks including companies like BP, Shell, and various energy firms.

THE OFFICE OF TOMORROW TODAY advertisement for a computer and office equipment store.

MINES—continued

Table of mining stocks including companies like Anglo-American, De Beers, and various metal miners.

MOTORS, AIRCRAFT TRADES

Table of motor and aircraft trade stocks including companies like B&W, Rover, and various automotive firms.

SHIPPING

Table of shipping stocks including companies like P&O, Cunard, and various shipping lines.

SHOES AND LEATHER

Table of shoes and leather stocks including companies like Clarks, and various footwear firms.

SOUTH AFRICANS

Table of South African stocks including companies like Anglo-American, and various local firms.

TEXTILES

Table of textile stocks including companies like J. & F. S. and various textile manufacturers.

TOBACCO

Table of tobacco stocks including companies like B&W, and various tobacco firms.

COMMERCIAL VEHICLES

Table of commercial vehicle stocks including companies like Leyland, and various truck manufacturers.

GARAGES AND DISTRIBUTORS

Table of garage and distributor stocks including companies like B&W, and various service firms.

NEWSPAPERS, PUBLISHERS

Table of newspaper and publisher stocks including companies like News International, and various media firms.

PAPER, PRINTING, ADVERTISING

Table of paper, printing, and advertising stocks including companies like News International, and various media firms.

PROPERTY

Table of property stocks including companies like British Land, and various real estate firms.

INSURANCE

Table of insurance stocks including companies like Prudential, and various insurance firms.

LEISURE

Table of leisure stocks including companies like B&W, and various entertainment firms.

FINANCE, LAND, ETC.

Table of finance, land, and other stocks including companies like F&I, and various investment firms.

TRUSTS, FINANCE, LAND

Table of trusts, finance, and land stocks including companies like F&I, and various investment firms.

PROPERTY

Table of property stocks including companies like British Land, and various real estate firms.

INSURANCE

Table of insurance stocks including companies like Prudential, and various insurance firms.

LEISURE

Table of leisure stocks including companies like B&W, and various entertainment firms.

PROPERTY

Table of property stocks including companies like British Land, and various real estate firms.

INSURANCE

Table of insurance stocks including companies like Prudential, and various insurance firms.

PLANTATIONS

Table of plantation stocks including companies like Anglo-American, and various agricultural firms.

OVERSEAS TRADERS

Table of overseas trader stocks including companies like Anglo-American, and various international firms.

MINES

Table of mining stocks including companies like Anglo-American, and various metal miners.

FINANCE, LAND, ETC.

Table of finance, land, and other stocks including companies like F&I, and various investment firms.

TRUSTS, FINANCE, LAND

Table of trusts, finance, and land stocks including companies like F&I, and various investment firms.

PROPERTY

Table of property stocks including companies like British Land, and various real estate firms.

INSURANCE

Table of insurance stocks including companies like Prudential, and various insurance firms.

REGIONAL AND IRISH STOCKS

Table of regional and Irish stocks including companies like Anglo-American, and various local firms.

OPTIONS

Table of options stocks including companies like Anglo-American, and various investment firms.

FINANCE

Table of finance stocks including companies like F&I, and various investment firms.

PROPERTY

Table of property stocks including companies like British Land, and various real estate firms.

INSURANCE

Table of insurance stocks including companies like Prudential, and various insurance firms.

LEISURE

Table of leisure stocks including companies like B&W, and various entertainment firms.

PROPERTY

Table of property stocks including companies like British Land, and various real estate firms.

CURRENCIES, MONEY and CAPITAL MARKETS

FOREIGN EXCHANGES

Dollar stays in reverse

BY COLIN MILLHAM

The dollar continued to move downwards last week, reacting to factors that would have pushed it higher not so long ago.

Testimony before Congress by Mr Paul Volcker, chairman of the Federal Reserve Board, earlier this month left little doubt that the chances of any substantial fall in U.S. rates are slim but it was Mr Volcker's comments about the danger of running such large budget and trade deficits, and his concern

about the U.S. becoming a major international debtor that sapped confidence in the dollar.

From that point it has been mostly downhill for the U.S. currency apart from one or two days at the beginning of last week when European dealers became worried about the implications of the war between Iran and Iraq. The U.S. market was closed for Washington's birthday last Monday when the sudden flare up in the Gulf led to speculation that Iran would try to put pressure on the West by stopping oil supplies passing through the Straits of Hormuz.

push the dollar up thinking that U.S. dealers would be forced to cover positions by buying dollars on their return. But they must have been roughly square and New York continued to sell dollars on Tuesday, leading to a very quick change of heart in Europe the following day.

Economic data released last week gave further evidence that the U.S. economy was expanding at a fast rate in January, but this only reinforced market fears about the trade deficit, inflation,

FINANCIAL FUTURES

and U.S. competitiveness, and the dollar fell to its lowest level against the D-mark since last October.

Sterling retreated with the dollar against Continentals, but was much firmer against the dollar, underpinned by fears about the oil supply situation from the Gulf.

£ in New York: Feb. 24 | Prev. close

Table with columns for Spot, 1 month, 3 months, 6 months, 12 months. Includes data for D-Mark, French Franc, Japanese Yen.

LONDON

Table with columns for Close, High, Low, Prev. Includes data for March, June, Sept, Dec.

CHICAGO

Table with columns for Close, High, Low, Prev. Includes data for March, June, Sept, Dec.

EMS EUROPEAN CURRENCY UNIT RATES

Table with columns for Currency, ECU amounts, % change from 1983, % change from 1982, Divergence limit %.

THE POUND SPOT AND FORWARD

Table with columns for Day's spread, Close, One month, 3 months, 6 months, 12 months.

FORWARD RATES AGAINST STERLING

Table with columns for Spot, 1 month, 3 months, 6 months, 12 months. Includes data for D-Mark, French Franc, Japanese Yen.

BANK OF ENGLAND TREASURY BILL TENDER

Table with columns for Feb. 24, Feb. 17, Feb. 24, Feb. 17. Includes data for Bills on offer, Total applications, Total allocated.

THE DOLLAR SPOT AND FORWARD

Table with columns for Day's spread, Close, One month, 3 months, 6 months, 12 months.

OTHER CURRENCIES

Table with columns for Feb. 24, £, S, Note Rates. Includes data for Argentina, Australia, Brazil, Canada, etc.

CURRENCY MOVEMENTS

Table with columns for Feb. 24, Bank of England Index, Morgan Guaranty Index, etc.

WEEKLY CHANGE IN WORLD INTEREST RATES

Table with columns for LONDON, NEW YORK, TOKYO, BRUSSELS, AMSTERDAM. Includes data for Base rates, Treasury bills, etc.

EXCHANGE CROSS RATES

Table with columns for Feb. 24, Pound Sterling, U.S. Dollar, Deutsche m/k, Japanese Yen, etc.

CURRENCY RATES

Table with columns for Feb. 24, Bank Rate, Special Drawing Rights, etc.

EURO-CURRENCY INTEREST RATES

Table with columns for Feb. 23, Sterling, U.S. Dollar, Canadian Dollar, etc.

CURRENCY RATES

Table with columns for Feb. 24, Bank Rate, Special Drawing Rights, etc.

MONEY MARKETS

Bank acts on market liquidity

London money market rates had a slightly softer tone last week as sterling gained ground against the dollar on the foreign exchanges. Trading remained very dull, however, and for most of the time bill rates were virtually unchanged.

shortage came out of a manageable £100m. On Wednesday the shortage was in the region of £300m, and an early offer of assistance resulted in the authorities providing a repurchase agreement on bills of £342m, plus outright help later in the day. This rolled over part of the £257m drained by the unwinding of repurchase agreements, and would have led

to a much larger shortage on the day but for gilt dividends of about £300m, and block grant paid to local authorities of £350m.

In New York the Federal Reserve overnight rate was fairly steady at about 9 1/2 per cent, and the Federal Reserve supplied significant liquidity during the week by repurchase agreements. In Brussels the Belgian National Bank tried to take some of the pressure off the Belgian franc within the EMS by raising one, two and three-month Treasury bill rates to a uniform 12 per cent.

MONEY RATES

Table with columns for Feb. 24, Frankfurt, Paris, Zurich, Amsterdam, Tokyo, Milan, Brussels, Dublin. Includes data for Overnight, Two months, Six months, Intervention.

LONDON MONEY RATES

Table with columns for Feb. 24 1984, Sterling Certificate of deposit, Interbank, Local Authority deposits, etc.

FT LONDON INTERBANK FIXING

Table with columns for 11.00 a.m. February 24, 3 months U.S. dollars, bid 10 1/8, offer 10 1/4, 6 months U.S. dollars, bid 10 3/8, offer 10 1/2.

MONEY RATES

Table with columns for NEW YORK (4 p.m.), Prime rate, Broker loan rate, Fed funds, etc.

The fixing rates are the arithmetic means, rounded to the nearest one-sixteenth, of the bid and offer rates for \$10m quoted by the market to workday rates at 11 a.m. each working day. The banks are National Westminster Bank, Bank of Tokyo, Deutsche Bank, Banque Paribas de Paris and Morgan Guaranty Trust.

ECGD Fixed Rate Export Finance Scheme (IV Average Rate for Interest period January 4 to February 7, 1984 (inclusive): 5.453 per cent. Local authorities and finance houses seven days' notice, others seven days' fixed Finance House Rate Rates (published by the Finance House Association): 9 1/2 per cent from February 1, 1984. London and Scottish Clearing Bank Rates for lending 9 per cent. London Deposit Rate for sums at seven days' notice 9 1/2 per cent. Treasury Bill: Average tender rates of discount 8.5475 per cent. Certificate of Tax Deposit (Series 6): Deposits of £100,000 and over held under one month 9 1/2 per cent; one-three months 9 1/2 per cent; three-six months 9 1/2 per cent; 12 months 10 1/2 per cent. Under £100,000 9 1/2 per cent from February 6. Deposits held under Series 4-6 10 1/2 per cent. The rate for all deposits withdrawn for cash 8 per cent.

Clydesdale Bank PLC has been appointed Registrar of Sidlaw Group plc. All documents for registration and correspondence should in future be sent to: The Registrar, Clydesdale Bank PLC, Stock Exchange Services Department, 30 St. Vincent Place, Glasgow G1 2HL, Telephone: 041-248 7070.

Granville & Co. Limited Member of NASDMM. 77/78 Lovat Lane London EC3R 9EB Telephone 01-421 1212. Over-the-Counter Market. Table with columns for Capital, Company, Price on week div. (p), % Actual, % Fully Paid.

INVEST IN 50,000 BETTER TOMORROWS! 50,000 people in the United Kingdom suffer from progressively paralyzing MULTIPLE SCLEROSIS... HELP US BRING THESE RELIEF AND HOPE. We need your donation to enable us to continue our work for the CARE and WELFARE OF MULTIPLE SCLEROSIS sufferers and to continue our commitment to find the cause and cure of MULTIPLE SCLEROSIS through MEDICAL RESEARCH.

Midland International Financial Services B.V. (Incorporated with limited liability in the Netherlands) U.S. \$200,000,000 Guaranteed Floating Rate Notes 1999 Guaranteed on a subordinated basis as to payment of principal and interest by Midland Bank plc (Incorporated with limited liability in England). The following have agreed to subscribe or procure subscribers for the Notes: Samuel Montagu & Co. Limited, Credit Suisse First Boston Limited, European Banking Company Limited, Goldman Sachs International Corp. Limited, Amro International Limited, Banca Commerciale Italiana Limited, Bank of China Limited, Bank of Tokyo International Limited, Bankers Trust International Limited, Banque Nationale de Paris Limited, Banque Paribas Limited, Citicorp International Bank Limited, Commerzbank Aktiengesellschaft Limited, Credit Commercial de France Limited, Dai-ichi Kangyo International Limited, Deutsche Bank Aktiengesellschaft Limited, Fuji International Finance Limited, Hambros Bank Limited, IBJ International Limited, Lehman Brothers Kuhn Loeb International, Inc. Limited, Merrill Lynch Capital Markets Limited, Mitsui Finance Europe Limited, Morgan Grenfell & Co. Limited, Morgan Guaranty Ltd Limited, Morgan Stanley International Limited, Nomura International Limited, Orion Royal Bank Limited, Salomon Brothers International Limited, Sanwa Bank (Underwriters) Limited, Societe Generale Societe Generale de Banque S.A. Limited, Swiss Bank Corporation International Limited, Union Bank of Switzerland (Securities) Limited, S.G. Warburg & Co. Ltd Limited. The Notes, issued at 100 per cent., have been admitted to the Official List by the Council of The Stock Exchange, subject only to the issue of the temporary Global Note. Interest is payable semi-annually in arrears in March and September, commencing in September, 1994. Full particulars of the Notes are available in the Extel Statistical Service and may be obtained during usual business hours (Saturdays excepted) up to and including 12th March, 1984, from the brokers to the issue: Cazenove & Co., 12 Tokenhouse Yard, London EC2R 7AN. 27th February, 1984.

Handwritten signature or stamp at the bottom of the page.

Vehicle Fleet Management

Wide choice for car buyers

BY JOHN GRIFFITHS

THIS IS a time of sweeping change in the vast but ill-defined UK business vehicles sector. It is ill-defined because, particularly with cars, no one in the industry seems able to agree on just how big it is. To give some idea of the disparities, surveys by the British Institute of Management and independent researchers Makrotest, suggest that 190,000 companies are running a total fleet of about 2.6m vehicles.

Yet in a survey produced by Fleet News Car Edition, ahead of the second Fleet News Motor Show starting at Wembley on Tuesday, the size of the business car fleet currently on UK roads is put at between 3.75 and 4m. Companies registering cars in their own names make it easy to identify, via the Department of Transport's Swansea computer, that they accounted for about 40 per cent of last year's 1.79m new car registrations. More difficult to estimate are the numbers in the professions and one-man businesses.

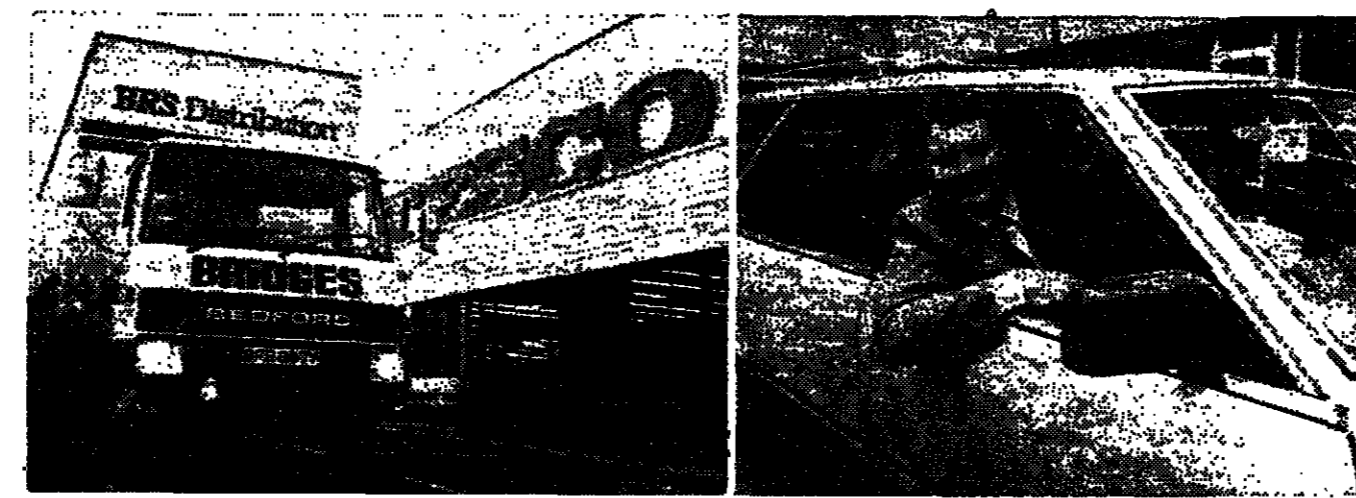
But whichever survey finding is opted for as the most credible, it is clear that the spending on business cars and commercial vehicles is enormous. If, as many believe, company cars account for 70 per cent of all registrations, then the 1.25m cars purchased for business use last year would represent spending of nearly £5.3bn at an average unit price of £5,000.

The changes taking place have considerable implications for all involved in the business—for car manufacturers and their distribution networks, for the user companies and the growing number of leasing, contract hire and fleet manage-

ment specialist companies seeking to persuade fleet operators to use their services. The company car buyer, for example, who used to purchase Ford Cortinas almost as a matter of routine because there was no competitor in the market so suitable for the needs of representatives and salesmen, is becoming spoilt for choice. He will be even more spoilt from April, when Austin Rover's LM 11 range of saloons and estates becomes available to battle for sales against the Cortina's successor, the Sierra, and its fierce rival, the Vauxhall Cavalier.

But not only are companies better placed for choice; one of the clear trends revealed by recent research is that more and more companies are extending freedom of choice to individual employees, allowing them to pick a variety of models within a given price band (although many companies rule out imported cars, particularly fast-depreciating ones).

Effect
An illustration of the effect this has had is provided by PHH Services, the U.S.-owned fleet management company based at Swindon which claims to manage 140,000 vehicles for client companies. Figures show that in early 1982 59 per cent of its managed fleet were Fords; a mere 9 per cent Vauxhalls and about the same for B.L. By the end of last year, Vauxhalls accounted for 35 per cent, Fords for 33 and B.L. cars for about 20 per cent. Mr Nick Suddaby, PHH's deputy chairman, says, "that he has never seen a trend 'as marked, or as startling.' It has nothing whatsoever to do



Delivery by one of the BRS fleet and (right) Nick Suddaby of PHH: startling trend

Spending on business cars and commercial vehicles is huge—£6.3bn on cars alone. Specialist services are expanding well beyond the company car to contract hire and leasing of vans and trucks to suit particular needs

with any shortcomings of Ford's product—the Sierra is a perfectly good car—its service or its network. It is largely, he suggests, a reflection of the fact that PHH itself urges any client company not to have vehicles from just one manufacturer, and that companies in turn give their drivers a choice. "And a lot of them simply want something different in the driveway if there's an alternative that's good and available."

Most of the specialists tell a similar story, though in many cases the trend is rather less marked than in PHH's case. But it does tend to bear out the argument put forward by analysts such as Dr Caryl Rhye, adviser on the motor industry

to the House of Commons, that, particularly with the arrival of the LM 11, Ford is going to have to fight much harder for its 30 per cent market share this year.

It is a fight which will almost certainly mean that its unilaterally-declared truce last September on financial incentives to dealers will not hold much longer. What this means is that business purchasers will be in an even stronger position vis-à-vis the manufacturers this year.

But the battle for sales is likely to involve much more than just discounting, and include increased attention by dealer networks to providing service more specifically directed towards fleet cus-

tomers; a fact recognised by Austin Rover, for example, which is setting up over 100 dealers within its network to specialise in fleet business on the basis that the LM11 will provide it with its best opportunity to recapture a large share of the fleet market for many years.

Pressures

There are signs, too, that as a result of the fierce pressures on companies to re-examine their costs during the traumas of recession, some of them are beginning to take a more sophisticated approach to the whole question of vehicle acquisition, operation and disposal.

Several surveys, by Makrotest, the BHM, James Bellini Associates and others, have previously painted a pretty dismal picture of the efficiency with which companies approach their fleets operations compared to their mainstream businesses. The BHM study, in particular, found that while three-quarters of the companies it surveyed said they felt they operated their fleets efficiently, only a quarter could identify the cost of ownership of any given car on the fleet.

Makrotest, in a 1981 survey, found that a large minority of transport managers or others charged with running the fleet could not identify the pros and cons of the four main forms of

CONTENTS
Car market: buyers held advantage on choice II
UK commercials: imports offer strong challenge IV
Company cars: perk that is here to stay V
Financing: leasing—the adaptable option VI
Diesel cars: the fleet buyers reconsider VII
User company profiles: Amcross, Boots, R. M. Douglas VIII
Contract hire and leasing companies: Lex X
Herondrive, Godfrey Davis, Swan National XII
Test drive: Stuart Marshall on the new cars XIII
COMMERCIALS
38-tonners appraisal XIV
Distribution: the search for new systems XVI
Trucks market XVIII
Haulage operators XIX
Electric trucks: the future arrives XX
Editorial production and layout: Michael Strutt

acquisition—cash, hire purchase, finance, leasing and contract hire. About two-thirds, it found, were not even aware of the existence of Exposure Draft 29, the Accounting Standards Committee's proposal expected soon to require finance-leased assets to be shown on the balance sheet.

However, in the past few months Makrotest has carried out a follow-up survey, which does indicate that companies have become more concerned about vehicle costs.

It suggests that the overall size of the business car market has not changed significantly; but that more companies are using their capital for business expansion, rather than running cars. Between 1981 and 1983, it concluded that purchase for cash had declined by 10 per cent, and use of hire purchase by 5 per cent. It showed contract hire—where operating costs and residual value risks are borne by the contract hire company—growing by 51 per cent and finance leasing by 22 per cent.

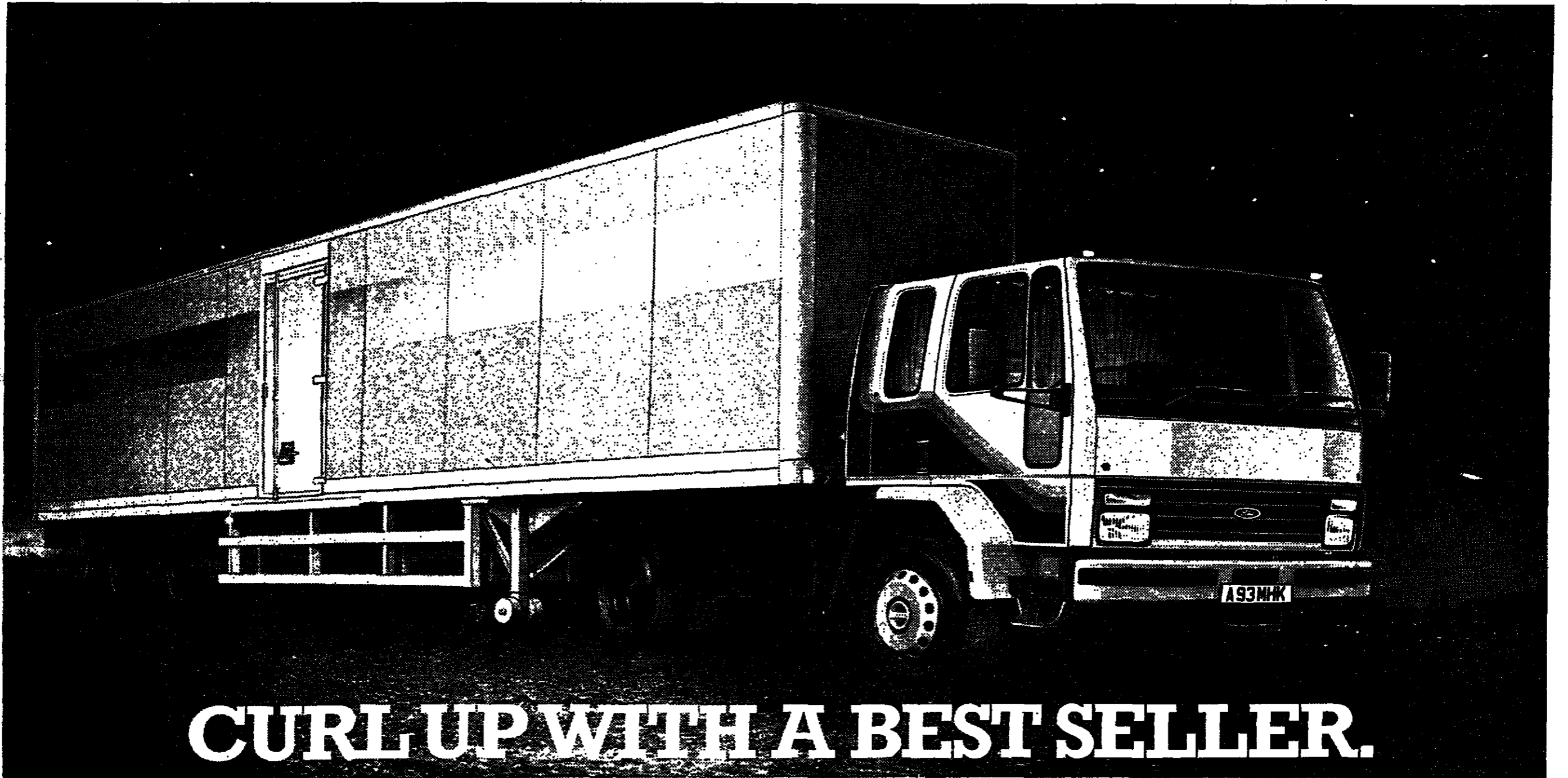
The survey predicted that fleet management would grow among medium and larger

fleets, at a rate roughly similar to contract hire, or by 25 per cent by 1985. Purchase, it predicted, would decline by a further 4 per cent. Of the 507 companies surveyed, 27 per cent said they expected their fleet size to change in the next two years, 19 per cent forecasting that it would go up; 8 per cent that it would go down.

However, the specialist companies still have a long way to go before they convince the majority of those 190,000 companies that the services they provide represent a more cost-effective alternative than "in-house" fleet ownership and operation. Outright ownership has shrunk between 1981 and 1983—but only from just over 80 per cent to slightly less than 75 per cent.

Some 15 per cent of the total business market, the Makrotest survey concludes, is served by contract hire (10 per cent in 1981); 9 per cent by finance leasing (7 per cent) and 2 per cent by fleet management (1 per cent).

James Bellini Associates, in its survey published towards the end of last year, concluded CONTINUED ON PAGE VII



CURL UP WITH A BEST SELLER.

In 1981, Ford woke up the entire transport business with the launch of the Cargo. Within seven months, it became Britain's best-selling truck.

Now there's a factory-built sleeper cab option on this range.

Unbeatable flexibility.

Not only does this make Cargo the only truck offering a sleeper cab on all gross vehicle weights between 7.5 and 32.5 tonnes.

It does so with a complementary range of engines, from 110 to 204 bhp.

If you have to take loads over long distances, Cargo's the only reasonable choice.

More features as standard.

Like all '84 Cargos, the sleeper cab models have more features as standard.

There's a stylish, comfortable bunk with a fully adjustable roof hatch to give you the best possible sleeping conditions.

A single passenger seat is standard. And so is everything you need to fit an audio system: wiring, aerial and two built-in speakers.

More facilities for the driver.

Cab comfort is one of the prime considerations on the award-winning Cargo.

The driver's seat is adjustable for height, reach, cushion angle and rake.

Deep, kerbside observation windows give additional visibility where it counts. Vital features that, on a Cargo, won't cost you a fortune.

Less drag. Longer service intervals.

Cargo's remarkably low drag coefficient gives you greater energy saving than ever before.

The drag-link, gear-change mechanism and steering joints are lubricated for life, and the clutch is self-adjusting.

Ford gives you more.

As if all this wasn't enough, every Cargo is now available with Truck Extra Cover, a second year

optional warranty plan on major driveline and steering components.

And every Cargo is backed by Britain's finest national network of Truck Specialist Dealers.

Talk to your local Ford Truck Specialist Dealer about the sleeper cab version of the award-winning Cargo. He'll tell you about the great deals he can offer.

FORD CARGO 6-32.5 TONNES



BRITAIN'S BEST SELLING TRUCK.

VEHICLE FLEET MANAGEMENT II

Margins are slim but the range of models available is expanding

Car buyers hold advantage on choice

THIS YEAR the balance of power between the big company fleet buyers and the car producers should move heavily in the fleets' favour. The reason: Austin Rover is to launch the Montego, formerly known by its code-name LM11.

For many years the fleet managers in Britain really had only one obvious choice around which to build their car buying policies — Ford's Cortina. Then along came the Vauxhall Cavalier to disturb that monopoly. Helped by the uncertainties

created by the phasing out of the Cortina and its replacement by a radically different model, the Sierra, the Cavalier has become a fleet favourite.

This spring Austin Rover, BL's subsidiary, joins the fray. The Montego will be its first car to offer a serious challenge to the upper-medium segment of the car market for about 18 years — not since the demise of the Austin Cambridge/Morris Oxford range has the company had such a strong contender. (Even Austin Rover people

admit that the Princess/Ambassador was unsuccessful.)

We already know that the Montego will be more than a "booted version of the Maestro." It has been "stretched, bootied and moved up-market" by all accounts.

Progress

Austin Rover has been preparing itself to do battle with Ford and General Motors, Vauxhall's parent, in the big fleet market for some years. But it knew that

without a suitable new product there was no chance of making real progress. The Montego, following the Maestro launched a year ago, gives the company the product it needed. And Austin Rover has made sure that the big fleets know all about the products it has in the pipeline.

The company's detailed research also shows that the fleet managers' view of the services provided by the manufacturers is that no one group is outstanding. "We feel there is a big opportunity for anyone who can

lift his network's attitude and give the best service and customer care," says Mr Jeff Johnson, Austin Rover's fleet sales and service director.

The company's previous efforts have paid off to the extent that it stopped the steady erosion of its fleet sales at between 12 to 15 per cent of the total "business user" car market sector—which includes all business car purchases, not just fleets with over 25 vehicles. During the past two years or so, Austin Rover claims its share has crept back up to about 17 1/2 per cent.

One project which helped was the presentation of the Maestro to companies with big car fleets where the employees have a choice of vehicle, the so-called "user-choosers." Maestros were put on display at the fleet company's premises and employees could take part in extensive tests during working hours. Austin Rover put on 120 of these displays in two days during the Maestro's introductory period in March last year.

A similar approach will be taken to "user-choosers" when LM11 (Montego) is launched and between 120 and 150 displays will be mounted.

But perhaps the most important part of Austin Rover's long-term strategy in this sector is that it is establishing a group of dealers within the total network who will be fleet specialists.

Between 100 and 125 dealers (from Austin Rover's network totaling 1,500 outlets) will be selected to specialise in the fleet car business.

Mr Johnson insists the dealer to be chosen will need to span the total business, however, because fleet margins are very slim. "So they will have to have a good profitable business in retail sales and in sales to the small fleets with under 25 vehicles where margins are better."

He adds that the "fleet specialist network" will be subject to very stringent financial controls and that Austin Rover will monitor profitability closely. "We will not permit standards to slip because of any loss of profitability."



Jeff Johnson: opportunities come from giving best service

The market leading combination for all your trailer fleet requirements

Crane Fruehauf are the established market leaders in trailers to suit virtually every type of operation. Decked and undecked skeletons and flat platforms, curtainsiders and lifts, dry freight and refrigerated vans, tankers and hoppers, tippers and low-loaders.

Rentco are market leaders in highly competitive short-term rental and contract hire packages.

As part of the Fruehauf group, Rentco supply exclusively Crane Fruehauf trailers.

Both Crane Fruehauf and Rentco have fully comprehensive national branch networks. So whether you wish to rent, lease or purchase outright, whatever the nature of your transport undertaking, the Crane Fruehauf/Rentco combination can fulfill all your trailer requirements.



CRANE FRUEHAUF
FORGING AHEAD

7 CENTRES NATIONWIDE
Fully Comprehensive Branch Centres in Whitburn, Warrington, Ossett, Beeston, Pontypool, Tamworth and South Mimms.

COMPREHENSIVE RANGE OF SERVICES
Including Service, New Trailer Sales, Used Trailer Sales, Truck Equipment and Fruehauf parts.

Crane Fruehauf
Totford, Dereham, Norfolk.
Telephone: (0362) 5353. Telex: 97251.

RENICO
Nationwide Trailer Rentals

23 BRANCHES NATIONWIDE
covering England, Scotland, Wales and Ireland.

COMPREHENSIVE SERVICES PACKAGE
including all Servicing and Maintenance, Accident damage repairs, Insurance, Tyre services, Collection and delivery, Highly competitive short-term rental and contract hire packages and provision of your own livery.

Rentco Nationwide Limited
Hayes Gate House, Uxbridge Road, Hayes, Middlesex. Tel: 01-561 6062. Telex: 262051.

High standards

Moreover, Austin Rover is to set high standards for the selected dealers to meet its terms of sales staff, sales policy, service and parts facilities, training and so on. All the fleet dealers will be required to employ a full-time fleet salesman and a fleet administrator, for example.

Mr Johnson says the selected dealers are likely to be in urban areas because the big fleets tend to have national coverage.

Austin Rover will support the fleet dealers, not by giving extra margins of profit on the cars supplied but in other ways. The aim will be to cut the dealer's cost base, for example with support for demonstrator cars, help with specialist marketing expertise and assistance with recruitment costs, advice and consultancy on the type of people who should be recruited and with modern training methods, including the use of human psychology.

Austin Rover already had one of the two elements which seem to be essential in the battle for big fleet business: a large dealer network. The other ingredient is a broad range of up-to-date, desirable cars. The company is close to putting that part of the jigsaw into place.

Ford has been able to present a complete picture for many

years. It has about 1,800 dealers and vehicles that take just every customer within five miles of one of its outlets. At the same time the company has in its model range a car suitable for everyone in the corporate hierarchy.

General Motors has 75 variants covering 90 per cent of the car market with its Vauxhall and Opel brands. Its dealer network is also extensive, totaling 660 and this is likely to be increased gradually to around 700.

Like Ford, GM already has about 150 specialist fleet dealers handling the bulk of its sales to the major fleets.

Its success in the fleet sector has enabled GM to boost its share of the total UK car market from 8.5 per cent two years ago to 14.6 per cent in 1983. This year it aims for a 16 per cent share—meaning that level a full year ahead of the original target. GM insists it can achieve a steady 1 per cent a year growth and eventually reach 25 per cent of the British market.

Strategy

At the same time Ford intends to hold market penetration near the 30 per cent level. Mr Ernie Thompson, Ford's director of car sales, pointed out recently that the group had invested a considerable sum in its new product range and needed to achieve a 30 per cent market share to get a reasonable return. "We would not think it disaster if it was 29.5 per cent but a key part of our strategy is the maintenance of that 30 per cent share."

It is essential for Ford to keep its grip on the fleet market—which according to some estimates gives it a 60 per cent of the business with fleets with over 25 vehicles—if the company is to keep sales at that high level.

Mr Thompson says: "We have to be sterner in our product presentation to the fleet market and, to begin with, listen to what the fleet owner really wants from us," indicating that Ford has no intention of retreating on its laurels.

At one time it seemed that Austin Rover might be crushed between the two U.S. giants, Ford and GM. But last year it fought back with the help of the Maestro and improved its share of the total market from 17.5 to 18.6 per cent.

Conditions in the market, which last year reached a record 1.78m, some 15.8 per cent higher than 1982, favoured Austin Rover to some extent as the factors which boosted sales brought in private buyers rather than extra fleet business.

The ending of late purchase restrictions, the introduction of the "A" prefix number plates in August as well as the near-hysterical promotional campaigns were all more likely to stimulate buying by private individuals than by companies.

As we can tell from their performance, the battle between Ford and GM will intensify rather than decrease. Even so, Austin Rover still reckons it can improve its position in the fleet market.

Mr Johnson says his company is looking for "progressive, profitable growth, nothing sensational." That is his plan of room for Ford, General Motors and us. We only want our fair share on a profitable basis, both for us and our dealers."

Kenneth Gooding

THIS MAN WILL TAKE YOUR VEHICLE PROBLEMS OFF YOUR DESK



AND GIVE YOU MORE SPACE TO RUN YOUR BUSINESS.

Take a look at your desk

How many problems have you got to sort out? Purchasing, Production, People, Property, cashflow, more, but what about your transport — are you running it efficiently or does it seem to take up too much of your time?

And if you've already realised there's a problem, have the companies you've spoken to told you endless details about how they've solved various other problems but not how to solve yours.

If the last paragraph rings a bell, its time you talked with Fleet Management Services. They won't send you reams of facts and figures about other people's companies — they'll come and talk to you about yours. They'll send information about your fleet, what you run, how often you replace it, what sort of service you require and when they've looked at all the information they'll put together a package to run your fleet efficiently — they'll also explain the various options and relevant costs. Fleet Management Services — they'll give you the solution to your fleet problems — not somebody else's.

FULL MAINTENANCE CONTRACT HIRE
NON MAINTENANCE CONTRACT HIRE
FINANCE LEASE
FULL FLEET MANAGEMENT SERVICE
MAINTENANCE MANAGEMENT SERVICE
INSURANCE MANAGEMENT SERVICE

Prove to me how you can run my FLEET more efficiently.

Name _____
Position _____
Company _____
Address _____
City _____
Postcode _____

To Fleet Management Services Ltd
Severn House, St. Julians Friars,
Shrewsbury SY11 1XP (0743) 24121

Keep your accounting feet firmly on the ground too

Like Birmingham Executive Airways discuss your vehicle fleet with KENNING.

To match its all-Britain Jetstream fleet with the exciting new airline choice Austin Rover and Jaguar cars for ground support. The total vehicle package was supplied by the Fleet Sales Division of Kenning.

For car and truck fleet buyers keeping their fleet accounts running smoothly, leasing, hire, insurance and maintenance cost a vital selection of makes.

Whether you seek economic replacement of a fleet or only a few select fleet vehicles, Kenning has the answer.



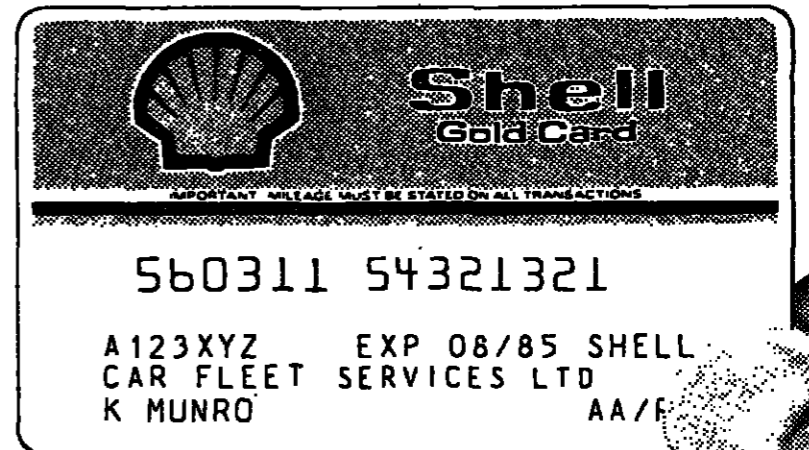
KENNING FLEET SALES

Head Office:
Old Road,
Chesterfield,
Tel: (0746) 7724

YOU CAN WITH KENNING!

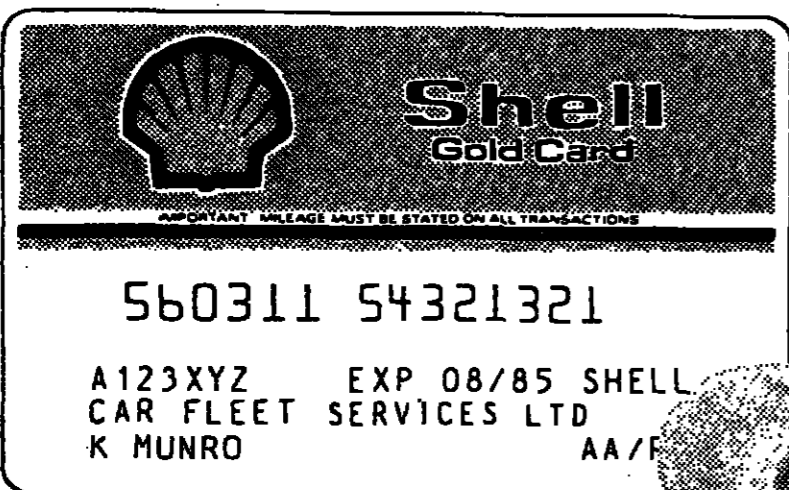
Deal your company the winning card.

Does your scheme automatically include free **AA** Business Membership?



Snap!

Does your scheme offer you more than just a fuel payment system?



Snap!

Does your scheme simplify administration, accounting and control procedures?



Snap!

Does your scheme break down costs by vehicle, cost centre and total fleet?



Snap!

Does your scheme give you one periodic summary VAT invoice for all purchases and adequate credit?



Snap!

Does your scheme offer you a national and convenient fuel purchasing facility?



Snap!

Does your scheme offer an unlimited network of servicing and repair outlets?




Snap!

Does your scheme offer you big discounts on tyres, batteries, exhausts and windscreens?



Snap!

The Shell Gold Card offers company car fleet operators the most comprehensive fuel purchase and cost management scheme available. For one, all-inclusive charge it provides better value and greater efficiency. The card also automatically includes free **AA** Business Membership. For full details of the Shell Gold Card simply return the coupon or, call us on 01-257 3927 or, Telex 22585 Shell G.

 **Shell Gold Card**

Please send me details of Shell Gold Card

NAME _____

POSITION IN COMPANY _____

COMPANY NAME & ADDRESS _____

TELEPHONE NO _____

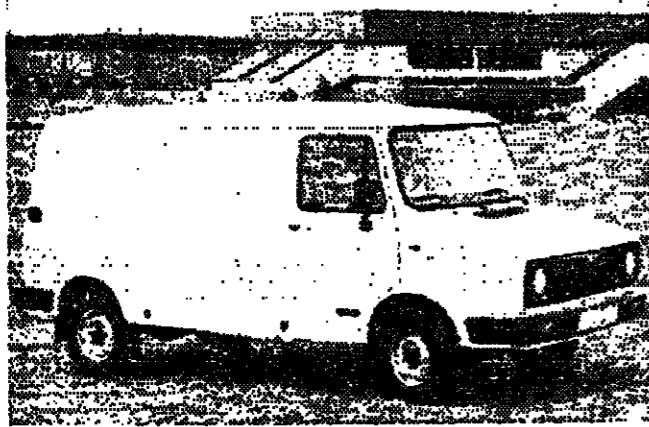
NUMBER OF CARS IN FLEET (MIN. 20) _____

Please return this coupon to Shell UK Oil, Room 104, Shell-Mex House, Strand, London WC99.

Snip!

VEHICLE FLEET MANAGEMENT IV

Imports cut into UK commercials market



Freight Rover's Sherpa: boosted share of sector

THE FORD TRANSIT van, for many years the best-selling commercial vehicle in Britain, is under increasing pressure. The Transit has been on the scene for 17 years but scarcely shows its age and the fact that in 1983 more than 41,700 were registered gives testimony to the vehicle's resilience.

However, the pressure comes from a number of competing vehicles which have arrived on the UK van market in recent years. From the Continent there

is the Fiat Daily, the Talbot Express and Renault Trafic/Master range. Most important for those fleets with a "buy British" policy, the revised Freight Rovers provide home-built competition to Ford's venerable vehicle.

The revival of BL's van manufacturing business is as remarkable as that of Jaguar's recovery in the car division. In 1981 the group nearly killed off Freight Rover. Yet last year Freight Rover

achieved record sales worth £75m and unit sales were 48 per cent up on the previous year at more than 14,200.

Wide-bodied

A heavily modified version of the old Sherpa, previously code-named K2, was launched in June 1982 and helped boost sales to record levels last year. Then wide-bodied versions of the Sherpa were introduced last autumn, representing the most

important element in Freight Rover's £30m investment programme.

The larger vans take Freight Rover into the so-called PV3 sector (2.5 to 3.5 tonnes gross weight) where it previously has not been represented. The company reckons it can capture 15 per cent of the PV3 sector by selling 3,000 vans this year and ultimately hopes for 20 per cent and annual sales of about £400.

The smaller Sherpa boosted its share of the PV2 (up to 2.5 tonnes gross) van sector from 16.5 per cent in 1982 to 22.3 per cent last year—mainly at the expense of the Transit. In its wider form, the Sherpa will compete with General Motors' Bedford CF vans as well as the Transit.

Both Freight Rover and BL's volume car subsidiary Austin Rover have been given a considerable boost over the past three years by British Telecom which has been giving BL the major share of its van business. Morris Ital vans and Sherpas are beginning to dominate the light end of the British Telecom fleet. BT ordered 2,000 Ital vans and 2,500 Sherpas in 1982 followed by 3,000 Ital vans and 2,200 Sherpas and 2,780 Ital vans in the orders for 1984 are 250 of the wider Sherpas in chassis cab form to which BT will fit its own bodies.

Taking the purpose-built van market as a whole (PV2 and PV3), sales in Britain last year jumped 16 per cent from 100,653 to 116,825.

Transit sales fell from 48,723 to 41,723—a stark illustration of the difficulties the Ford vehicle faces.

A new Transit would obviously help Ford recover lost ground. The company said recently it will spend £74m to turn the Transit van plant at Southampton into one of the most highly automated commercial vehicle facilities in Europe.

Compared with the van markets, sales of heavy trucks, those over 3.5 tonnes gross weight, have still to climb out of the worst recession since the war. Last year's registrations totalled 49,950 against nearly 80,000 in 1979.

Ford is feeling the competition from BL at the heavy end of the market too. Leyland, BL's truck business, stopped the steady erosion of its market share in 1983 to push back from 13.4 to 15 per cent. Ford's penetration slipped from 22.5 to 21.2 per cent.

A FEW NAMES YOU WOULDN'T NORMALLY THINK OF WHEN RENTING A CAR IN BRITAIN.



The quality and range of our cars surprises a lot of people. As does our personal service. We deliver and collect free of charge within 30 miles of major cities and airports, where we'll meet you from the plane and escort you to your car. It's what makes us what we are. Guy Salmon, The finest service in car rentals.

To: Guy Salmon
Car Rentals
7-23 Bryanston Street,
Marble Arch, London W1.
Tel: 01-408 1255.

I would like to know why Guy Salmon offer the finest service in car rentals.

Please send me an application form for a Guy Salmon company credit card.

Name _____
Company _____
Address _____

Central Reservations: London 01-408 1255, Heathrow 01-897 0541, Gatwick (0293) 547671, Birmingham 021-643 4052, Manchester 061-236 0242, Edinburgh 031-236 7257, Aberdeen (0224) 770955, Glenageary (07646) 3556, Glasgow 041-332 7979.

Replacement

The investment would be completed by the end of 1985, said Ford, thus giving a clear indication of when the Transit replacement will be launched.

The Transit is also produced at Ford's plant in Genk, Belgium. Ford insisted that output of the van would continue there, but so far there has been no announcement of further investment in the Genk facility.

Imports are playing an in-

creasingly significant role in the purpose-built van market and last year they improved their position from 32.24 to 41.83 per cent of total sales.

Ford itself was the second-largest importer, behind Volvo, by bringing in from South Africa 7,488 Cortina-based P100 pick-up trucks. The Ford accounted for over half total pick-up sales within the medium van sector.

Volkswagen had a poor year with sales down from 9,030 to about 8,720 but its West German rival, Mercedes, as well as Renault and Mitsubishi from Japan, were among those companies to make large gains, as did Peugeot-Talbot with imports from France and Italy.

Bedford's medium van sales were down slightly in unit terms from 13,710 to 13,139 and the Japanese share of the sector was 13.4 per cent.

Last year Ford also lost ground in the car-derived van sector because sales of its Escort and Fiesta vans were virtually unchanged at 26,598 in a sector up by 21.27 per cent; from about 71,070 to 85,480.

Once again BL's product-recovery programme was mainly responsible. The launch of the Metro van—which in essence replaced the rapidly aging Mini—improved fire power in this part of the market.

Austin Rover's registrations last year jumped by nearly 37.4 per cent—from 18,368 to 25,255—taking it close to Ford's level. Austin Rover's market share last year was 29.6 per cent and Ford's was 31.1 per cent.

Ford was also hit by the sharp rise in sales of Bedford's Astra-based van, sales of which shot up by 39.5 per cent to nearly 17,000 last year.

About 40 per cent of the Astra vans were diesel powered and Ford should be able to claw back sales once its car diesel engine comes to market later this year.

Ford also suffered from supply problems in 1983: first as a result of the "bent bracket vandalism" strike at the Escort plant at Halewood and later from a stoppage by drivers employed by an outside company to deliver vehicles from Halewood.

This year Ford will have the benefit of production for some months of diesel versions of the Fiesta and Escort vans but it will also have to cope with another petrol-driven competitor, a van version of Austin Rover's Maestro.

Replacements

Of the other UK-based manufacturers, General Motors' Bedford offshoot suffered a 4.7 per cent drop in sales to 6,175; Seddon Atkinson's were down by 10.5 per cent to 1,540 and Karmann's by 8.2 per cent to 1,255. Karmann's (owned by Renault) increased sales by 3.6 per cent to 4,900, thanks to higher imports from France and Spain. Ford also boosted sales by 1.1 per cent to just over 600.

The biggest gains were made by importers. Mercedes increased registrations by 33.9 per cent to 4,885, while IAF, Iveco and Scania also made substantial gains. Volvo's sales were 13.9 per cent ahead at 3,910. However, within the total, sales from its Scottish plant were sharply down—from 1,835 to 1,280.

Overall import penetration in the heavy truck sector rose to 31.7 per cent last year from 26.6 per cent.

The major heavy truck producers all complain about excessive competition in the UK market but the fact that no one company dominates means that there is no market leader to show the way back to more sensible conditions.

Mr Hans Trautner, managing director of Mercedes-Benz (UK) is among those who have complained recently. "The hard bargains in the truck market are putting into jeopardy the existence of effective dealer networks," he says. "We need to revert to sensible trading conditions and this demands a degree of self-discipline from all concerned."

"I would suggest that (truck) operators would be well advised to do business with dealers who are prepared to put forward a reasonable quotation but refuse to trade on suicidal terms."

Kenneth Gooding

Layman's guide to business terms

A GREAT deal of confusion tends to surround some of the terms used in the acquisition and operation of business fleets. "Fleet management" and "leasing" are in themselves generic terms used loosely to cover a wide range of options and services which can differ markedly in character. Here, then, is a layman's glossary covering the most frequently encountered terms:

FINANCE LEASING: This entails long-term hire by a lessor company to a lessee, but in which the risks associated with the resale value of the vehicle are borne by the lessee.

In all leasing deals—including contract hire—ownership remains throughout with the lessor, and is not transferable to the lessee.

In all leasing deals—including contract hire—ownership throughout remains with the lessor, and is not transferable to the lessee. The lessee can benefit, however, from rebates on the lease if a higher than forecast residual

value is obtained. Within finance leasing, there are three widely used options:

OPEN-ENDED LEASE: Usually runs for a period of years, typically three, but the lessee may exercise the option to cancel the agreement before it expires, subject to a usual minimum period of about 12 months.

This type of lease is regarded as having several benefits—that monthly payments are minimised through extending the lease period; there is flexibility for the lessee on when to close it; any cancellation fee can be paid out of the resale value of the car; and the lessee can still benefit from a good residual value.

BALLOON LEASE: This type of lease holds higher risks for the lessee, but allows lower monthly payments through part of the capital repayment being deferred until the end of the lease.

The lessor projects the residual value at the end of the lease, and calculates rental payments on the difference from initial purchase price. Interest is also paid within the rental on the residual value sum. The outstanding capital sum at the end of the lease—the "balloon"—is paid out of the sale proceeds.

If the envisaged residual value at the start of the lease is not realised, however, the lessee will have to find the difference. Equally, if it fetches more, the lessee pockets the balance.

FIXED TERM (Fully Amortised) LEASE: This is the most expensive of the three forms of finance leasing, at least in terms of monthly payments.

It is fixed term. The vehicle is fully amortised over the life of the lease, which may run up to five years, with rental payments covering purchase price plus interest on capital. At the end of the lease, the lessor—or the lessee as agent—sells the vehicle, with the lessee typically receiving 90-95 per cent of the amount realised as a rebate of rentals. The amount retained by the lessor represents a hidden form of interest charge.

OPERATING LEASE: Basically, this is another term for contract hire. Its essential difference from a finance lease is that it is the lessor who takes the risks on residual values.

CONTRACT HIRE: Comes in two principal forms, maintenance contract hire, and vehicle contract hire.

Maintenance contract hire is the fastest-growing area of the business. Under such an agreement, the lessor provides the vehicle, maintains it, in many cases provides replacement cars during repairs, taxes it and increasingly will look after the insurance for it. The basic idea is to allow lessees to dispense of all the administrative and maintenance problems associated with running a fleet.

Depending on how cost-effectively a company manages operations, "finance" contract hire could be seen as an expensive alternative, but much survey evidence suggests that companies often have poor financial control over self-run fleets.

In vehicle contract hire, the vehicle is only supplied, with road tax, a provision for tyres and some other service items, and the service of a replacement vehicle in the event of a breakdown.

At the end of the lease the lessee simply returns the vehicle with no charges to pay or risks to bear. But the lessor imposes quite firm conditions relating to servicing and repairs being carried out properly by the lessee—and allowable mileage.

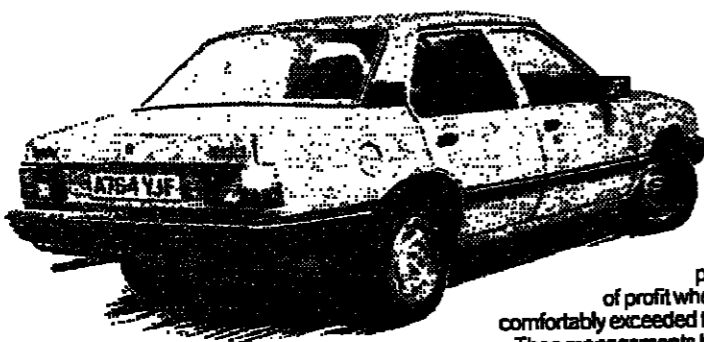
FLEET MANAGEMENT: Strictly speaking, this term covers professional management of a company's own fleet by an "outside" specialisation in the field. Such specialists, buying on behalf of clients thousands of cars each year, possess considerable leverage with manufacturers in terms of discounts.

The large management company will also be recognised as a single customer by dealers throughout the country, again giving it leverage on labour and replacement parts cost.

Substantial savings can result, the management companies argue, from advice on which models to buy, using databases providing detailed cost of ownership figures; monitoring of maintenance and repair costs—again using the database—and whether they are justified; and other services such as disposal of the used fleet. They provide their services for a negotiated fee providing clients with "actual cost" billings monthly.

John Griffiths

Why car leasing has been overtaken by contract hire



There were all the other costs to consider. Like breakdowns, which brought a bill for replacement vehicles.

Remember the excitement about leasing when it first emerged? With gleaming new cars arriving in the car parks after a minuscule down payment? And the promises of profit when your residual value comfortably exceeded the resettlement figure? Then managements began to realise that the low first payment was only the tip of a financial iceberg.

Plus another for repairs if the car was out of guarantee. Then came such inescapable costs as insurance, servicing, new tyres and batteries.

Next, after a couple of years of this, came the unwelcome realisation that hard-driven, high-mileage cars would have a poor residual value. And the company would have to fork out cash to meet the finance house's settlement figure.

Surely, said the hard-pressed management team, there has to be a better way.

There is. Leasing was last year's solution. Contract hire is today's more sensible, more economical answer. With contract hire all your costs

are known in advance. You pay only a fixed amount each month for the period of the contract. This takes care of everything. And your administration headaches disappear at the same time.

Of course you need the right contract-hire deal. Economical and realistic. And you need the resources of a big, modern company to look after things efficiently.

There is one such company. Wincanton. A national operation that's busy writing its own success story. Contact Geoff Mitchell, or send the coupon, and we'll prove that Wincanton is the only route to take.



Wincanton Contract Hire
Wincanton Contracts Limited
Wincanton House, Western Avenue
London W3 0RS
Telephone: 01-993 5071

I would like to know more about Wincanton Contract Hire

Name _____
Position _____
Company _____
Address _____
Tel _____

Wincanton Contract Hire, Wincanton Contracts Limited
Wincanton House, Western Avenue, London W3 0RS
Telephone: 01-993 5071

- FT2

VEHICLE FLEET MANAGEMENT V

Doubts that costs are being effectively controlled

Perk cars geared closely to employees' status

THERE'S PROBABLY only one other country in the world apart from Britain where the car a man drives so accurately reflects his position in the corporate hierarchy: the Soviet Union.

In the USSR only top party officials are permitted to ride in the back of the huge Zils. You have to be a VIP to rate a Chaika.

Similarly, in Britain, if there is a new Jaguar parked in your drive you are almost certainly a chairman or managing director.

A Rover 3500 suggests you are on the Board. And you must be a very senior manager, possibly on the Board, to have a Granada 2.8.

Without wanting to take the comparison too far, you could say that, just as in the USSR, it is not possible to judge a person's income from the car they have been allocated — status, yes, salary, no.

These thoughts were prompted by the recent British Institute of Management's Business Car Survey which made the key point: "At all management levels more companies are allocating cars on the grounds of status alone."

Aid in such companies "status is seen as being synonymous with an employee's position in the corporate hierarchy."

Defined

Apparently companies find this method of allocation has three major recommendations. Administration is straightforward; a car is a tangible perk and a reward for more junior members of the organisation; and a defined threshold can be set and the size of the perk-car fleet controlled.

Of course, to use this method of allocation a company must have a formal ranking structure.

The BIM report and another from the Company Secretary's Review published about the same time showed very clearly that the prolonged recession has by now killed off or even damaged the "perk" car.

As the BIM report suggests, it might be expected that the recession and three million unemployed would have eased the necessity for companies to offer new cars to attract employees, especially at lower management levels.

However, research among the 229 BIM members who contributed to the study revealed that only 12 per cent were planning to reduce the number of cars allocated in 1983-84 compared with 13 per cent who expected to increase the total.

The conclusion must be that company cars are a permanent fixture in many organisations and are largely impervious to external factors," the report concludes from this evidence.

Efficient

What also emerges from both reports is that however carefully corporations might manage their prime operations, hardly any of them appear to be efficient in their approach to company cars.

The figures show how damaging this could be. There are more than 2.5m company cars on British roads operated by 188,000 companies. According to the BIM's investigations, half the companies employing more than 5,000 people spend more than £1m each a year on their company cars.

As might be expected, about three-quarters of the companies which answered the BIM's questions said they were "satisfied" that their control of company car fleet costs was effective.

Yet only 24 per cent kept detailed records from which individual car costs could be extracted. "Thus there is no facility among most organisations for comparing costs — which is essential to enable effective control," says the study.

A similar lack of detailed approach comes through clearly in the CSR report to which over 1,000 companies contributed. For example, nearly half the companies claimed they

obtained no discount on the cars they bought — an absolutely unbelievable idea during the past couple of years when the average private buyer has been demanding a 10 per cent discount.

For companies admitting to getting discounts, CSR says 13 to 15 per cent was the average. Most of the companies still put the initial cost of the car as the most important factor affecting their acquisition policy. Nine factors were mentioned by CSR respondents of which "reliability" came second and "type of car" third. Second from last on the list was "resale value."

It seems that in some companies it still has to sink in that by far the biggest element in the cost of owning a car is depreciation.

This almost wilful disregard for residual value showed up in other parts of the CSR study. For example, length of use rather than mileage was the most-used criterion for deciding on when a car should be changed. Two to four years have to pass before most companies shoot their used cars into the second-hand market.

And in the great majority of cases — 81 per cent — neither those who lease nor those who buy cars offered any incentives to employees to look after their cars so as to maintain resale value.

You could put all this down to the fact that the organisations where the company secretary (rather than a genuine fleet manager) has responsibility for company cars would tend to be small.

However, the BIM study probably covers larger companies and it reveals that most of them manage their fleet operations internally. But, declares the BIM, "it is estimated that any organisation with at least 50 cars would enjoy benefits accruing from economies of scale available to a fleet management company which in turn are passed on to the user."

More choice

Both studies showed that the higher a person's position on the company ladder, the more choice they are allowed as far as their perk car is concerned. For example, the BIM found that 21 per cent of organisations had no restriction on the choice of car available to the chairman and managing director.

Of companies employing more than 10,000, 40 per cent permit a completely free choice to the chairman and managing director.

"Over the past few years the trend in many organisations has been to grant even greater choice to employees at all levels. This is perhaps best illustrated by adding more vehicles to any list from which employees can make their choice," says the BIM.

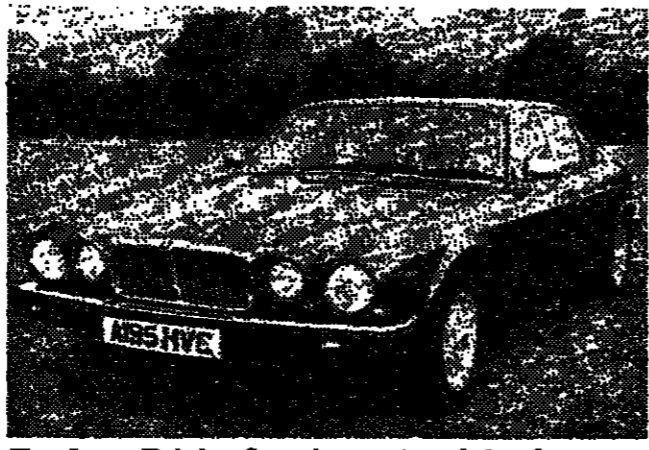
This is the BIM's list of the most popular cars at each status level:

Chairman—Daimler Sovereign 4.2.
Managing director/chief executive—Rover 3500.
Directors—Rover 3500.
Senior management—Ford Granada 2.3 L/GL.
Middle management—Ford Cortina/Sierra 1.6 L/GL.
Junior management—Ford Cortina/Sierra 1.6 L/GL.
Sales force—Ford Cortina/Sierra 1.6 L/GL.
Service engineers—Ford Escort 1.3 L/GL/Estate.

The research did show that some companies were looking for ways of reducing fleet costs. While cutting out perk cars completely was considered impractical, many companies have begun to allocate less expensive models.

"In many cases this has meant downgrading the car, particularly at senior, middle and junior levels, by moving from Ghia to GL or L versions of the same car, or by reducing the engine capacity of the models already allocated. Other companies have switched from one manufacturer to another to achieve cost savings," the study reports.

But it points out that per-



The Jaguar/Daimler Sovereign: a top choice for many company chairmen.

suading employees to accept what in their eyes is a lower status car "can be a difficult task which often requires tactical handling."

* "Company Secretary's Review survey of company car schemes" from Tolly Publishing.

ing 209 High Street, Croydon, Surrey, CR0 1QR 227.

† "Business Car Survey" by the BIM from Professional Publishing, 57 Charing Cross Road, London WC2E 0LR. Price £30.

Kenneth Gooding

KEEP YOUR CARS ON THE ROAD, YOUR CASH IN THE BANK

Why tie up valuable capital when you can lease your company cars direct from MVL?

We will take care of the problems of routine maintenance, tax and insurance and can help with the day to day difficulties of fuel administration — to leave you free to run the business.

Whether your company is large or small MVL can produce a vehicle leasing package just for you — at highly competitive rates.

In fact, Marley could give your business an immediate cash injection by buying your existing company cars and leasing them back.

But why not find out more by returning the coupon printed opposite:

MARLEY VEHICLE LEASING an MARLEY COMPANY

Lesley Elmslie
Marley Vehicle Leasing Ltd., P.O. Box 31
Riverside, Sevenoaks, Kent TN13 2VY
Tel: Sevenoaks (0732) 452255
Telex: 95223

I would like to know more about MVL.

Please send me details

Arrange for a consultant to call

Name _____ Position _____

Company _____

Address _____

Tel: _____

No of company cars: 1-10 10-50 50-100 100-200 200+

MOTORWAY, AUTOBAHN & AUTOROUTE.

Whether you're an international haulier, an own account operator or a lone owner driver, check out IVECO tractors.

From 24 to 38 tonnes and above, there's an IVECO tractor to fit the bill.

The Third Generation 190 series combines top level specifications with outstanding performance and economy. It's available at 32.5 and 38 tonnes GTW and it's covered by a 2 year driveline and 6 year anti-rust warranty.

There are three engine options, all lightly turbocharged and underpinned for maximum reliability: a 268 net hp aircooled 12.8 litre V8, established as one of the most reliable and economical engines available anywhere in the world; a turbocharged, watercooled 13.8 litre 299 net hp in-line six with 977 lb ft torque rating at 1200 rpm; and the mighty watercooled 381 net hp V8 which produces a massive 1217 lb ft of torque at 1200 rpm. It's one of the most powerful tractors available.

Whatever road conditions you face, the 190 series has the performance, the power and the economy to get the job done.

The new 165.24 range was developed specifically to meet UK regulations. Kerb weight is pared down to the minimum, so payload and productivity are maximised. To take advantage of taxation differences, the 165.24 is available at 24, 28, 32.5 and 35 tonnes GTW.

Power comes from a 9.6 litre turbocharged 240 net hp engine, matched to the latest Fuller Multimesh gearbox. This light kerb weight and powerful drive train combine to make the 165.24 the meanest machine on the street.

When Commercial Motor* tested the 165.24, it turned in better fuel economy figures than any comparable unit. And if that doesn't make it the best buy in its class, the 165.24 is covered by a six year anti-corrosion warranty.

IVECO is genuinely pan-European, the second largest truck manufacturer in Europe. IVECO tractors are supported by an unsurpassed pool of international truck technology: the direct result of a manufacturing and marketing operation that produces an international range of more than 200 models and 1000 versions. In the UK alone, IVECO has 61 dealers covering road and construction vehicles, and offering full service and parts back-up.

There are also 3500 IVECO service points in Europe. Check out IVECO's tractor range. Then ask about:

the total Operator Care service programme — at home and abroad.

You'll find that for motorway or autobahn, autoroute or autostrada, nothing stacks up against IVECO. Contact your IVECO dealer today. Or call Eric Budworth on 060 65 3400.

TRACTORS 24-38 TONNES

* Commercial Motor 23 July 1983

IVECO International Truck Technology IVECO (U.K.) Limited, Road One, Industrial Estate, Winsford, Cheshire CW7 3QP. Tel: 060 65 3400. Telex 669022.

Ford's Sierra, the middle management car. The trend is to grant a greater choice of vehicle at all levels since cars remain an important perk.

VEHICLE FLEET MANAGEMENT VI

A fluctuating market makes it essential for the would-be lessee to compare rates, David Freud reports

Financing: leasing adapted to provide flexibility

FINANCING METHODS in the car and commercial vehicle fleet business have changed rapidly over the past decade, with the emphasis on cost-efficient packages that tailor the rate of pay-out to the rate of return from the vehicles.

In the early 1970s the typical vehicle was purchased outright, often on money borrowed, short or long, from the banks, or obtained through a hire-purchase agreement.

But from the mid-1970s the leasing boom took off, whereby purchasers of vehicles took advantage of tax rules to reduce the costs of a fleet. Since then, basic leasing practice has been adapted significantly to provide a range of payment and service arrangements.

In the case of cars, the initial push towards leasing was all the stronger because there were different tax rules on leasing a car or buying it outright which were heavily biased in favour of the former.

The past couple of years have seen a marked shift to contract hire, in which a specialist lessor offers an all-in maintenance, service and often takes on all the risk of disposing of a vehicle after use.

As more companies claw back their way to profitability, however, they will be examining closely whether it is more efficient to use their own tax allowances rather than lease.

The outcome of that examination will depend critically on the state of the leasing market at any one time. It is, in fact, very hard to find what lease rates are doing, and the aspiring lessee must do his own homework in collecting competing quotes.

Signs

Earlier last autumn there were signs that demand was significantly outstripping supply, and lease rates, which in late 1981 were running in a range as low as half the level of interest rates, were only two or three percentage points below the finance house rate.

Since then the market has tightened up significantly, possibly in part because one very big deal by Lloyds Bank for an oil rig fell apart and

Lloyds had to move back into the market, very aggressively to compete for business. So the current period is again very favourable as far as becoming a lessee is concerned.

The UK still has a long way to go to catch up with the U.S., where it is estimated that up to 80 per cent of company fleets are non-self financed. But the proportion in the UK is growing steadily, and leasing and contract hire may account for something like a quarter of the total.

For profitable companies outright purchase can make up a great deal of sense to the point where they have used up their own capital allowances. Commercial vehicles qualify for 100 per cent first year allowances.

Cars, by contrast, only qualify for a 25 per cent allowance (with the exception of those bought by a company like Avis for hiring out, when the 100 per cent allowance still applies).

While other considerations are now coming into the pic-

ture, the original popularity of leasing was based on the tax system, which after 1973 allowed buyers of assets to claim 100 per cent relief in the year of purchase.

Businesses such as banks, which would normally not buy anything like sufficient assets to match profits for their own use, soon began to buy assets and pass them over for the use of manufacturers and others through a leasing agreement.

In practice this meant that the investment incentive was shared, through the rates, between the lessor who was deferring his tax liability until he has to pay tax on his rental income (which he could use to finance further leasing deals) and the lessee for whom the rental would be much less than the interest rate burden of buying outright.

The growth rate for all leased assets is indicated by the figures of the Equipment Leasing Association, whose membership is dominated by the big

banks, and which claims to account for up to 90 per cent of the market (although a proportion of their deals will be to specialist lessors who will lease the assets on to end users).

In 1971 E.L.A. leasing was £159m, in 1976 £340m, in 1978 £123m and after a dip in 1981 leasing in the UK hit £2.7bn in 1982 with a further good gain expected for 1983.

Commercial vehicle leasing has grown broadly in line with the general market, reaching a total of £255m in 1979. It fell back again to this level in 1981 as the recession bit hard, and moved on to new high ground in 1982, when total new leasing reached £290m.

Decisions

Car leasing was originally slower to get off the ground, and the subsequent story has been more dramatic. The way was cleared by two decisions of the special commissioners at taxation in 1978, which ruled that cars could be treated in the same way as other equipment.

Combined with looser credit controls in July 1977, car leasing took off. From £5m in 1976, the E.L.A. figure rose to £468m in 1979. This proved the peak, since the Government acted to remove the anomaly whereby a leased car enjoyed a 100 per cent allowance and one bought outright only 25 per cent.

In fact it took two budgets to remove the anomaly completely—in 1979 and 1980—after which car leasing seems to have stabilised at about £250m a year.

The advantages of leasing are not purely tax based. One of the original attractions was that capital items could be purchased off balance sheet. Neither the items, nor the associated contingent liability of paying rental appear on the balance sheet, so a company can appear less geared than it otherwise might.

However, this state of affairs is unlikely to persist for long, since a new accounting standard is likely to lay down that leased assets are put back on both sides of the balance sheet. This prospect may tarnish the attractions of the pure finance

lease, in which the lessor recovers the bulk of his costs in rental. However, it may have done something to boost the operating lease, in which the lessor—generally a market specialist—takes more risk in terms of the residual value of the asset after its primary use.

Another key advantage of leasing is in terms of cash flow. Many companies do not have substantial cash resources to tie up in the lump sum purchase of a fleet, and generally the outright acquisition of a fleet and its replacement is a lumpy process. By leasing, the cost can be spread on a monthly basis over the life of the vehicle.

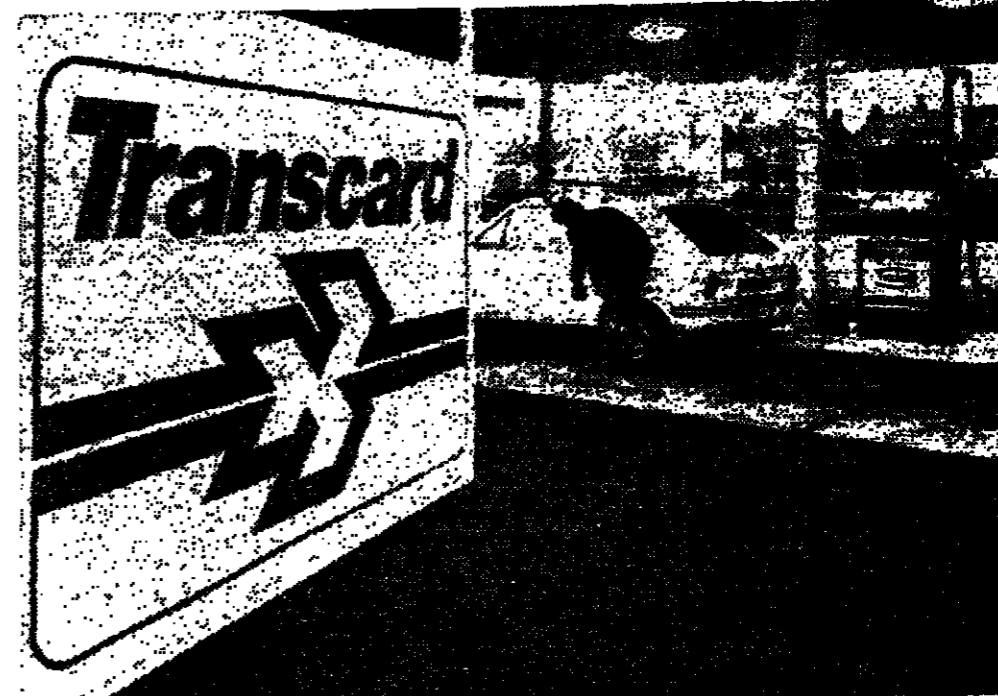
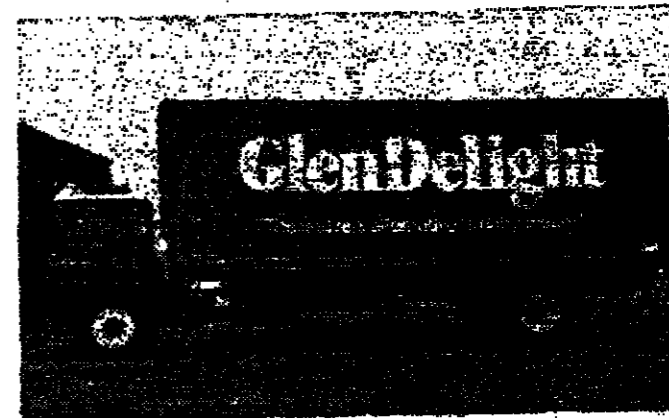
One form of finance leasing that has been growing in popularity has been the balloon lease, whereby the rental is tailored closely to the depreciation of the car over the period of use. So over a two-year period, for instance, the payment may work out at about 50 per cent of the full cost, with the second 50 per cent payable at the end of the period, when the car is to be sold and should raise roughly the required amount.

In the past couple of years this form of leasing has somewhat lost its lustre with the collapse in the second-hand car market, but in recent months second-hand prices have perked up again, and with it, possibly, the attractions of the balloon lease.

Nevertheless, it is estimated that about half of lease deals are now contract hire agreements, a more comprehensive form of leasing. The attractions are firstly that the specialist lessor can usually buy at a greater discount than all but the biggest of companies. At the same time the lessor maintains, insures and disposes of the vehicle. This saves scarce management resources.

Typically under contract hire the monthly rate will be fixed—which means that the fleet is not necessarily obtained at the lowest possible cost. But it is the lessor that takes on the market risk of disposing of the vehicle; and in recent years several have taken significant losses as the second-hand market has moved against them.

Joining the CPC(UK) fleet is this Bedford TL 1630 curtain-sider, supplied by Wincanton to provide wholesale and retail deliveries of goods from CPC's Perivale, London, depot. Under the five-year contract-hire agreement CPC pays a fixed monthly charge, plus insurance and fuel, while Wincanton covers all other running costs including administration, and maintenance.



A relatively recent introduction to the services offered by companies specialising in contract hire leasing and fleet management is the type of payment card shown above, which can be used by drivers nationally to pay for fuel and other services. Transcard is operated by British Road Services, part of the National Freight Corporation. The Texaco service station chain became the latest concern to operate the Transcard facility at the start of this year.

One of the earliest, and most successful, operators in this field was Dial Contracts, possibly the largest car contract hire concern in the UK, with a fleet approaching 20,000 vehicles. It now has just under 200 companies using its Dialcard.



Leasing and contract hire may account for a quarter of the financing of company fleets.

GELCO

Keeping the world's business moving.

GELCO CORPORATION

Gelco are world leaders in fleet leasing and management services, container and trailer rental and leasing. For twenty-five years Gelco have been providing service excellence to many of the world's major companies, among them 80% of the 'Fortune 1,000' and many of the largest commercial concerns in Europe. Service, supported by Gelco's multi national network that spans six continents through some 600 branches and managing over 700,000 transportation units with nearly 9,000 employees. Gelco's growth has come from the ability to identify and develop an ever expanding range of services that Gelco can provide to companies more economically and efficiently than they can provide for themselves.

GELCO FLEET LEASING AND MANAGEMENT LTD

In the UK, Gelco are market leaders. Utilising Gelco's innovative 'before-the-fact' control techniques, highly skilled maintenance controllers, using sophisticated computer software, ensure that vehicles' operating costs are reduced and productivity improved. Gelco's unique ability to offer accurate and unbiased consultancy, creates fleet management programmes that realise the maximum cost-saving potential in vehicle fleet operations.

GELCO CONTRACT HIRE LTD

Gelco Contract Hire removes the risks and provides a total service to those companies more concerned with running their business than with running their fleet. Flexible, tailor-made, fixed fee packages, with or without maintenance and risk-free from interest fluctuation and costly depreciation. Optional fuel or insurance programmes if required.

GELCO CTI CONTAINER SERVICES

With more than 370,000 containers operating worldwide, Gelco CTI provides fast, efficient and economical cargo transportation services. Fully computerised information systems, forecast and monitor container movements to ensure that they are where they are needed, when they are needed. Experience, professionalism and innovative



programmes have made Gelco CTI, the world leader in containerisation.

GELCO TIP TRAILER RENTALS

Another Gelco company is world leader TIP Trailer Rentals, with a fleet of over 45,000 trailers to meet the demands of today's commercial transport operations. With a network of locations stretched across Europe to serve customers from all sectors of the transport industry. Users who need the convenience of renting by the day, the week, the month or longer and a wide range of options for companies who recognise leasing as a sensible alternative to purchase.

GELCO

The many fine companies that combine as Gelco, are today, more readily recognised as such, with a new worldwide corporate identity that embraces every facet of the Gelco organisation. A symbol of service excellence that will continue to distinguish each and every part of Gelco for many decades to come. Gelco provides a one stop solution to a multitude of problems.

GELCO

We keep business moving

Gelco International Corporation,
Abbey House, Mosley Street, Manchester M2 3EH.
Telephone: 061-236 9832. Telex: 667979.

Please send me more information

- Gelco Fleet Leasing and Management Ltd
 Gelco Contract Hire Ltd
 Gelco TIP Trailer Rentals
 Gelco CTI Container Services

Name _____
Position _____
Company _____
Address _____

VEHICLE FLEET MANAGEMENT VII

Diesels start to show their attractions

DIESEL CARS can use considerably less fuel than those with petrol engines. They have a longer working life, burn cheaper fuel, are more reliable and cost less to maintain. Why, then, have fleet operators in Britain been reluctant to go over to diesel?

It is a long and involved story. One important factor is that fleet managers predominantly buy British—and until very recently there was no such thing as a British diesel car.

In the early 1970s, diesels were far less attractive than petrol cars to drive. They were slow, noisy and often rough. Petrol pre-1973 was still fairly cheap. Fleet managers saw little point in meddling with an unknown quantity that in all probability would be unacceptable to the people who were expected to drive them.

Since that time the change in diesel cars has been dramatic. They have undergone a civilising process. They start and stop on the "ignition" key, just like any other car. Apart from a gear-shifting hiccup, they perform much as a petrol-engined car does. On the motorway, even an experienced driver finds it difficult to detect whether a car is running on four-star or Derv fuel.

And there are British diesel cars now, or at least those with British-sounding names. Ford, Rover and Vauxhall all offer diesel cars, though at present the Fords use French-made Peugeot engines and Rover buys in its turbo-diesel from VW of Italy. In all, 12 models of diesel cars are now in British showrooms comprising 20 different models with 52 variations in body style and trim level. This total, which does not include light 4x4 vehicles, will increase considerably this year as new diesel cars, available in mainland European markets, come to Britain.

Decision

An even more important factor in the diesel's growth in popularity will be Ford's decision to manufacture its own 1.6-litre engine in Britain. The Fiesta, Escort and Orion will be offered with this engine in the near future. Diesel penetration of business car fleets, given Ford's traditional strength within it, must go up sharply.

It has been growing fast, in any case, though from an admittedly very low base. As recently as 1977 only 2,600 diesel cars were sold in Britain. The figure climbed to 5,800 in 1980, 9,700 in 1981, and to 14,500 in 1982. In the first 11 months of 1983 nearly 23,490 diesel cars were sold in Britain. With Ford's entry into the arena imminent, plus the recent availability of some exceptionally attractive European diesels such as the Peugeot 205GRD, a forecast of nearly 50,000 registrations this year does not look over-optimistic.

Fuel cost-per-mile comparisons between petrol and diesel cars are not easy to quantify because retail prices of Derv fuel have fluctuated considerably in the past year. While the petrol price was on a 4-star, due to massive price support, could be bought more cheaply than diesel, despite its 12p-per-gallon lower rate of excise duty.

Exaggerated

The situation has changed lately. In most places 4-star is about £1.83 per gallon and diesel anything from £1.60 to £1.70. No longer are the pumps tucked away in filthy corners at filling stations. One retail site in three now has diesel, usually with the pump located among those dispensing petrol. Users are finding that the alleged horrors of tanking-up a diesel car at a self-service site have been much exaggerated.

By far the largest company to convert its entire fleet to diesel is Scottish and Newcastle Breweries. A four-year programme began in May 1980 and now only a handful of the 1,360-strong fleet of cars and estates

are petrol-engined, and they will have been phased out in a few months.

Distribution director Ray Stark persuaded his board that savings of at least £500,000 a year would be realised once the entire fleet had been converted to diesel. He based his calculations partly on fuel economy but also on the diesel engine's durability and ease of maintenance. And he reckoned, too, that the mainland European cars he would be buying had better corrosion protection than many British "fleet" cars of that time.

A longer working life was built into his reckoning though residual values were not considered too important. "By the time we have finished with a fleet car we reckon it's not worth very much anyway. Provided we can get book value we are happy," is how Mr Stark puts it.

With several months still to go, the £500,000 a year savings have been realised and the cost-cutting curve is still climbing. Fuel savings have worked out at between 30 per cent and 50 per cent over comparable petrol-engined cars. Maintenance costs are at least 30 per cent lower. "The reason is simple," Mr Stark says. "We find that diesel cars don't very often go wrong."

Supervisors

The S & N fleet is mixed, but everyone from the chairman downwards has a diesel. Board members have a choice of Mercedes 300D and TD, Rover 2400td, Volvo 760, Audi 100 and Citroen Safari turbodiesels. Senior managers may get Audi 80 turbo diesels, Peugeot 505 saloons or estates. Area sales managers are allocated cars like the Renault 18GT or VW Passat and some supervisors are now getting the new Peugeot 205GRD. Representatives have a choice of VW Jetta or Vauxhall Cavalier and the pool cars are Talbot Horizons.

Just about every diesel car available in Britain—and one or two that are not yet on sale—has been evaluated by S & N. Ray Stark has a particularly high regard for the VW Jetta—"our fleet average consumption with them is 55 mpg"—and he praises the continental makers generally for their co-operative attitude. "They take our requirements into consideration to a greater extent than British manufacturers have done," he says. "The UK firms seem to think they know best. Our experience tells us that in the diesel car field, they have a lot still to learn."

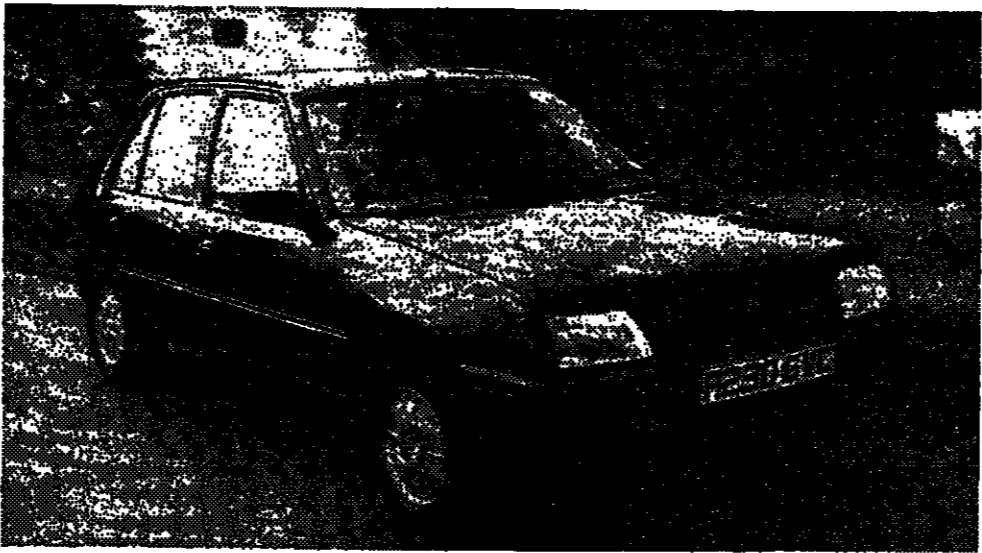
Due to the diesels' durability and longevity, S & N has not yet sold many of its diesel fleet but has been pleased with the prices as steeply as British cars during the period of high inflation. S & N finds it has actually made capital savings by dieselising its fleet.

When the conversion programme started in 1980, S & N calculated that it might have to pay an average £800 more per car than it would if it had stayed with petrol engines. That did not happen. Mainland European cars did not go up in price as steeply as British cars during the period of high inflation. S & N finds it has actually made capital savings by dieselising its fleet.

Considerable effort was made to ensure that personnel at all levels knew why the company was turning to diesels and what the effect would be. "Some of the representatives were allocated their diesel cars shortly before going on holiday. Word got around about how little fuel they had had to buy while they were away with their families," said Ray Stark.

"The conversion programme has gone down very well with the staff. I would say that 98 per cent of them are perfectly happy with their diesels. They know that money saved on our car fleet can be spent on making the company more efficient and that must be in their interests."

Stuart Marshall



Going diesel: Ford's Fiesta (top) is to be offered with the 1.6 litre Ford engine. Above: the Peugeot 205GRD

Wide choice of cars

CONTINUED FROM PAGE 1

that there are still a lot of "myths and muddle" surrounding the company car. Bellini himself, a former member of the Hudson Institute "think tank," said "the level of ignorance affecting fleet operations in most British companies must translate into the most frightening financial leakages."

He pinpointed two particular problem areas:

The traditional view held by many companies that they should own and manage their fleets as an integral part of their business, assuming in the process that they could do so cost-effectively; and the situation where, even if the executive responsible for fleet operations knows that cost-savings can be made, whether through contract hire or some other specialist service, he is unlikely to take any action which could decrease the influence of his own or department's role within the company.

Packages

The provision of specialist services is starting to extend well beyond the company car fleet. An increasing number of service companies are offering

contract hire and leasing in the commercial vehicles field.

Among the more recent entrants to the field is Karrier Motors, now controlled by Renault Vehicules Industriels, which launched a truck leasing scheme at the beginning of the year.

The same trend has been occurring in the field of distribution, with a whole range of tailor-made packages being offered to suit a particular company's needs. It has produced intense competition among transport operators, who themselves have been heavily hit by the recession.

Making the right decisions, whether to retain in-house operations, or to move into the fold of the specialist companies, has become a highly complex process. It has not been made any easier by the fact that many cars have been extended much further down into middle-management levels than a few years ago. But although this trend has slowed recently, there is little evidence to suggest, says Mr Brian Mahoney, Austin Rover's UK sales director, that the company car is any the less regarded as an employee benefit.

The car manufacturers' heavy dependence on fleet buyers in the UK also makes it less likely that the government will resume its attack on the sector, after early election promises that it would seek to eliminate business "perks," of which the company car is the prime example.

Cost-effective

So when the Chancellor Mr Nigel Lawson rises to his feet next month to deliver his Budget few in the industry are expecting any radical measures against the company car—except possibly a further though not dramatic increase in its assessed benefit to the employee.

The increase has been 20 per cent for the past several years. But by any measure it remains highly cost-effective for both company and employee. At the high levels of remuneration end in the £20,000-plus car price brackets an employee or board member would need as much as three times the amount at pre-tax level to cover the cost of buying and running a car as it costs for the company to provide it when allowances are taken into account.

Righting a few wrongs...

Peugeot Talbot isn't big enough to compete with Ford or GM. It's just a small French company.

wrong!

Peugeot Talbot doesn't build cars in Britain.

wrong!

Peugeot are mostly famous for their estates.

wrong!

The Peugeot Talbot range doesn't cover all my fleet requirements.

wrong!

So what you're saying is that Peugeot Talbot could come up with exactly the right fleet concept for me. And that up till now I've been letting opinions get in the way of FACTS?

Right!

Your next move. Call the Fleet Hotline and we'll get down to business. Tel: 021-779 5139.

Quick guide to the fleet



Peugeot 205 New 5-door hatchback. Europe's supreme small car. Choice of 4 petrol and 2 diesel models.



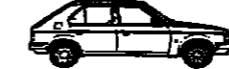
Peugeot 305 Superb mid-range car. Choice of 5 saloons, 5 estates, 3 petrol and 2 diesel models.



Peugeot 505 Choice of 6 saloons and 5 estates, including the 5-seater family estate and the new GT saloon. Petrol, diesel and turbo-diesel models.



Talbot Samba. The mean little mover. Small car, big-car feel. Choice of 4 models including Cabriolet.



Talbot Horizon. Compact hatchback, 5 doors, 5 seats—and 5 gears as standard. 4 models including diesel.



Talbot Solara. Executive car that offers supreme value in its class. 5 gears and power assisted steering as standard. Hatchback version—Talbot Alpina. *Except on LE versions.

PEUGEOT TALBOT
A new sensation on the roads.

PEUGEOT TALBOT, INTERNATIONAL HOUSE, PO BOX 712, BICKENHILL LANE, MARSTON GREEN, BIRMINGHAM B37 7HZ

DONINGTON
PROVIDES A PERFECT VENUE FOR VEHICLE AND PRODUCT LAUNCHES, PROMOTIONS & DEMONSTRATIONS

- The world's largest collection of Grand Prix racing cars in the Donington Museum (over 120 exhibited)
- Ideal centre-of-the-country location—next to the M1 Junction 24 and the East Midlands International Airport; close to Derby and Nottingham, with over 7000 hotel bedrooms within 10 mile radius
- Donington can suit all requirements—We have a full facility covered within a 1000 high perimeter wall, complete car house complete security or within the whole paddock estate to provide a massive family weekend promotion.
- Bookings can be taken all year round, weekend or weekday.
- Contact: David Fern, Press and Publicity Manager, Donington Park Racing Circuit, Castle Donington, Derby, DE74 0JZ. 01332 610046 Telex 377792

• Handling race circuit situated in picturesque parkland and incorporating full international safety features.
• Off road sections ideal for 4x4 vehicles
• Self-contained fully serviced 15 mile loop
• Extensive hard standing areas
• Full garage and control centre with full radio communication system and press office
• 5,000 sq. ft. covered exhibition space
• Multiple Conference Centre and public house
• Covered petrol station
• Covered passenger (Grandstand)
• Comprehensive toilet facilities and shower block
• Modern purpose built medical centre
• Flexible catering to meet every request from snack bar to banquet
• Security staff, marshals, doctors, first aid and associated rescue equipment vehicles

VEHICLE FLEET MANAGEMENT VIII

Lorne Barling examines the transport needs of three very different companies in the Midlands

Computers play a bigger role in trimming costs

AMCROSS

When speed is essential

FOR NEWLY-FORMED small companies, particularly those in high technology fields, the acquisition of cars is not only a necessity but often a high-cost item at a time when capital requirements are at a peak.

In addition, such companies often have directors or employ staff who will be doing high mileages and therefore prefer to have cars which are better than the average fleet car in terms of performance and styling.

A typical company of this kind is Amcross of Cirencester, Gloucestershire, a computer specialist dealing with business systems and hardware which was formed in June last year. The company's success so far has been based partly on its ability to offer fast computer maintenance, and reliable transport was regarded as essential.

Mr Alasdair Malpass, who formed Amcross, said he had to bear in mind, when deciding how best to acquire three cars for himself and his staff, that they would each be doing

between 20,000 and 30,000 miles a year.

In addition, he did not want to tie up his limited capital in the outright purchase of cars because it was needed for other purposes, and therefore went the route of many other small companies by making out a lease-purchase contract.

This provided the benefits of leasing and the fixed costs it offered, while also allowing Amcross to claim the capital allowances on a purchase. "On a £6,000 car, lease purchase was about £20 a month more expensive than direct leasing, but worthwhile for tax benefits," he said.

He believed there was also an advantage in owning the car at the end of the lease period, since he believed it was difficult to achieve the residual value on a straight lease contract, although this was easier on standard fleet cars.

Amcross decided to buy two Volkswagen Passats for staff and the saloon version, the Santana, for Mr Malpass,

through a finance deal offered by Lombard North Central. The prices were about £6,200 and £8,600 respectively.

Reliability

"We chose the cars because we liked them, and there is evidence that people look after a car more carefully for that reason. I was also looking for reliability, which is not always very good on standard fleet cars," he added.

He also believed that fuel consumption was a vital factor, in view of the mileages that were expected, and suggested that consumption of the cars chosen was better than that of many fleet cars of their size. He envisaged running the cars for their full lease periods.

However, in one respect at least his judgment proved incorrect. The Santana had to have a new engine at 4,000 miles after a valve problem developed, but this was done at no cost under guarantee and a replacement car was provided

by the dealer while it was off the road.

"Most people working for small companies go for better cars because they have usually worked for larger concerns and want something which is a step up from the fleet car they have been driving," he said.

Amcross is also involved in the supply of micro-computers and the software required for various aspects of the motor trade and vehicle fleet management.

"There is an increasing need for companies to know more about the running of their internal transport fleets, and computer systems can go a long way in helping to achieve this," he said.

A wide variety of software for this purpose was now available and could be used on most well-known micro-computers. There was also an increasing number of systems designed for vehicle dealers, including those which dealt with the storage of details on parts.

BOOTS

Tackling seasonal peaks

BOOTS OF NOTTINGHAM, as a major user of cars and commercial vehicles for its sales and distribution activities, has progressively improved the management techniques and quality of staff dealing with its transport fleet.

The company operates a total of 147 commercial vehicles, ranging in size up to 38 tonnes, and has about 690 cars for its staff, including directors, who need them for business purposes.

On the commercial side, Boots has a substantial transport requirement, not only to supply its hundreds of retail outlets but for inter-warehouse transport, for which its larger vehicles are mainly required.

Boots' distribution centre at Beeston, Nottingham, is one of the largest in the country and all forms of company transport are managed by a team headed by Mr Alan Ripley, director of warehousing and distribution.

He points out that all of Boots' vehicles are owned by the company, a policy which has been in force for some years, but adds that the advantages over leasing and other forms of vehicle ownership are no longer as great as they used to be.

Competition

"There is increasing competition for the use of the capital employed in vehicle ownership, and I have to argue the case with other directors who suggest that the capital would be better employed elsewhere," he said.

Boots, being a retail organisation, had the advantage of not suffering from liquidity problems and was therefore well placed to take advantage of competitive vehicle prices, he said.

Nevertheless, commercial vehicle and car prices were rising in spite of the competitiveness of the market, and



John Cartwright, redistribution transport manager (left) and Alan Ripley, Director of Warehousing and Redistribution. Computers and better staff help to keep down costs

Hugh Rowledge

R. M. DOUGLAS

Why contract hire proved best

THE car fleet requirements of construction companies are generally high both in terms of numbers and in wear and tear, owing to the often arduous use the cars are put to on site and around the country.

The R.M. Douglas group of companies, based in the West Midlands, believes the best solution to this problem is contract hire and for the past 15 years has used this method of providing cars for its employees.

At present it has a mixed fleet of 350 cars, supplied by four different contract hire companies, used by employees ranging from senior management to site agents.

Responsibility for managing this fleet belongs to Mr Bill Whitley, who also handles the group's vehicle insurance, valued at about £900,000 a year. By coincidence the cost of the contract

hire for the car fleet is about the same amount.

The job was carried out by non-managerial staff until about four years ago, Mr Whitley says, but it is now regarded as more important because of the larger sums involved and the need to contain costs wherever possible.

Stable prices

This has been achieved recently with the help of a highly-competitive contract hire market, in which prices have been stable for a long period. Charges for the Douglas group are made monthly and fixed over the contract hire period, assisting in financial planning.

Although the group is heavily diversified through its range of subsidiary companies, transport is still dealt with centrally and the benefits of greater volume gained. Mr Whitley said that the

company now uses about 120 different types of cars supplied by the contract hire companies, giving employees a wide range of choice within three engine size groups, depending on seniority.

"We feel it is an advantage to be able to offer this choice, since it is better to drive the kind of car you like. By using four contract hire companies, we also benefit from the competition between them."

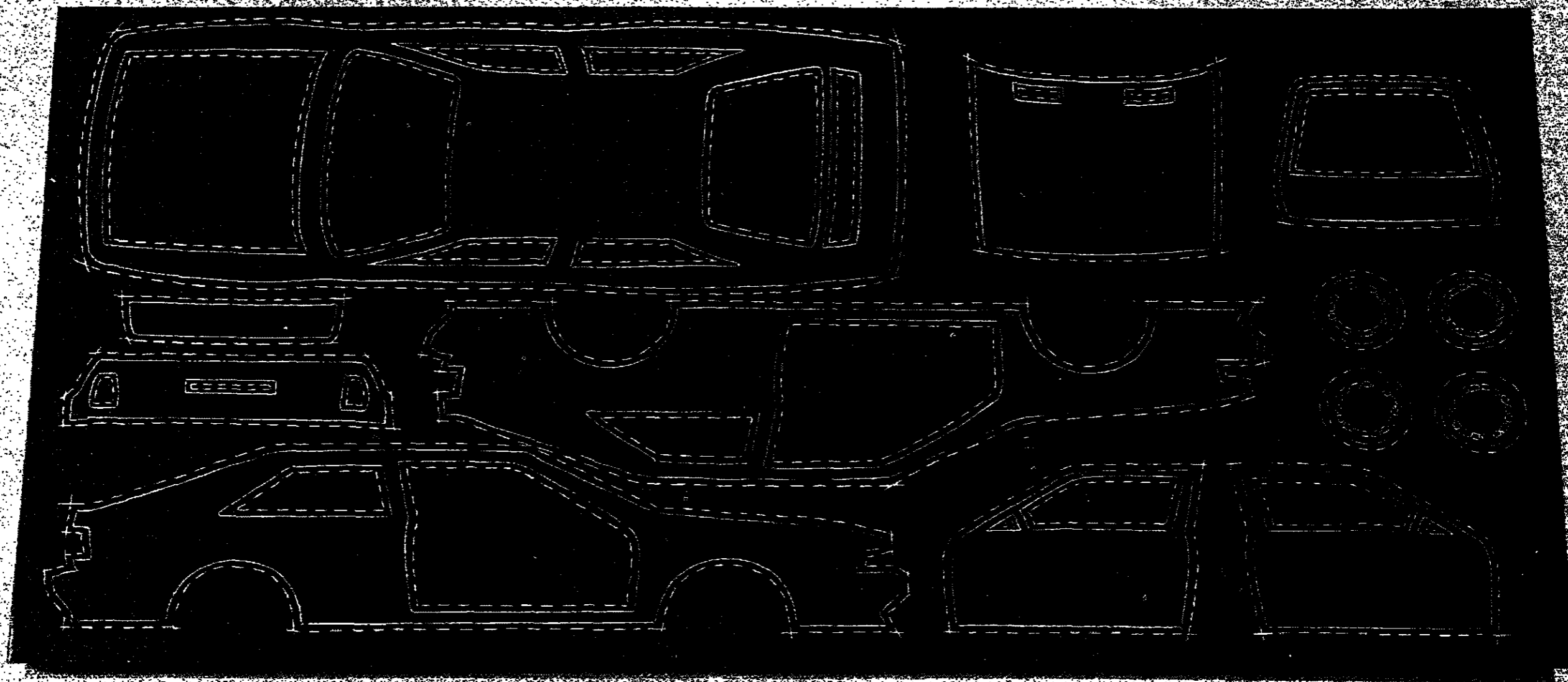
Since the Douglas group operates a large fleet of its own commercial vehicles, it has extensive servicing facilities and uses them to service a small proportion of cars, providing additional benefits.

Mr Whitley believes that in the currently highly-competitive car market, residual car values are going down and it is therefore an advantage not to have the problem of disposing of secondhand vehicles.

"We pay a monthly fee on each car used by the company, giving us the ability to forecast the cost, and we have a computer system which tells us all we need to know about each vehicle, such as its location and other details."

The company recently introduced a new system to deal with payments for petrol, based on reimbursement to the user on the basis of expected miles per gallon on each particular car. The system also takes into account how the car is used, making allowance for low mileages clocked up by some employees, and high mileage by others.

Overall, the system provides the company with the ability to exercise fairly tight control over a large fleet of cars which is scattered over most parts of the country, at the same time saving large sums in capital expenditure.



Outfitters to the discerning company.

If yours is the type of company that believes a car should do more than just get you from A to B, then maybe you should take a look at our elegantly tailored range. From the economical Volkswagen Polo up to the 200 bhp turbo-charged Audi Coupé Quattro.

Cars that are valued above their price.



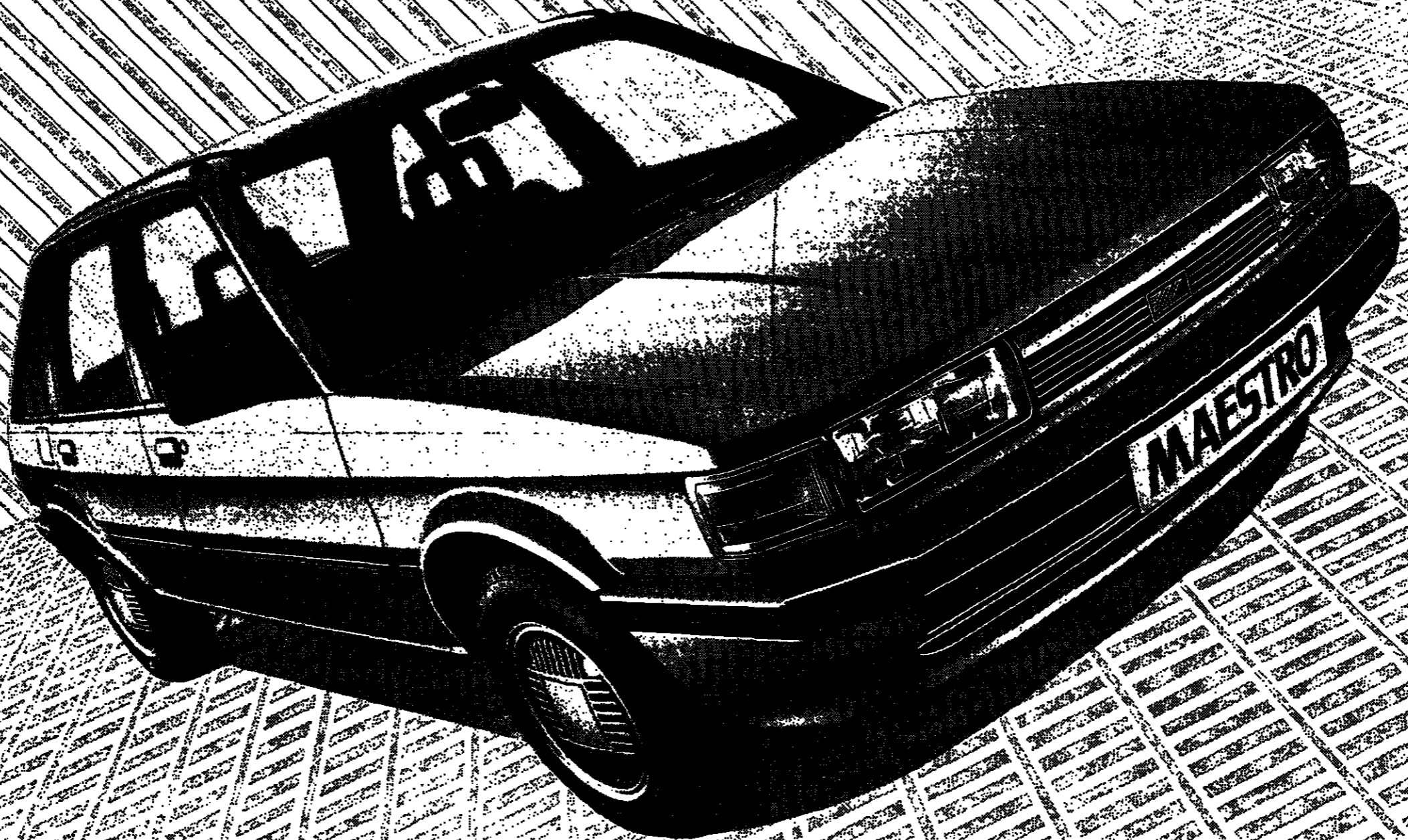
FOR VOUCHER FLEET SERVICES, SEE BACK OR TELEPHONE 011 215

VAG

AUSTIN ROVER



HIGH-TECH. NOT SO HIGH-PRICE.



FROM £4750

Model shown: 1.6 HLS at £5,871 with optional alloy wheels at extra cost.

Austin Rover has never been slow to point out that the in-built technology of Maestro offers fleet operators real savings. Especially when the range starts at a price of just £4,750.

A message reinforced by Fleet News in their cost of ownership tables which show that Maestro delivers the lowest running costs in its class. A direct result of the high level of technology built into this great fleet car.

Under the bonnet, you have the choice of 1.3 or 1.6 litre power units, beautifully balanced with micro-processor controlled Electronic Engine Management[®] maintaining optimum performance at all times.

12,000 mile service intervals[®] and excellent engine bay accessibility – a virtue of Maestro's side-mounted gearbox – help to reduce running costs still further.

Outside, the aerodynamic shape and flush glazing, along with low-rolling resistance tyres, give Maestro outstanding fuel economy. Up to 60.5 mpg at a constant 56 mph with the HLE model[®]

Inside, Maestro's advanced design gives superb inner space and all-round visibility, and a degree of comfort that makes it a real pleasure to drive.

Every Maestro in the eight car range comes with all the back-up customer care that you'd expect from Austin Rover.

Including our Supershield six year corrosion warranty, Supercover parts and labour guarantee for twelve months, and the optional Supersure insurance for the second and third years.

The Austin Maestro. Low running costs, competitive prices, high technology. What other car offers you so much of tomorrow by paying so little today?

**THE HIGHLY ADVANCED
—AUSTIN MAESTRO—
—DRIVING IS BELIEVING.—**

Fleet News cost of ownership tables are for Maestro 1.3 L. [®]All models except MG 1600. [®]Or one full year whichever comes first (manual models only). [®]D.O.T. figures; Maestro 1.3 HLE Simulated Urban Cycle 43.0 mpg/6.6 L per 100 km; Constant 56 mph 60.5 mpg/4.7 L per 100 km; Constant 75 mph 41.5 mpg/6.8 L per 100 km. Price quoted is for the Maestro 1.3, correct at time of going to press, excluding number plates and delivery.

VEHICLE FLEET MANAGEMENT X

John Griffiths takes a look at a cross section of some of the leading car contract hire and leasing companies

PROF E. LEX

Strong growth maintained



Steven Poster: detailed checking systems

THE CONTRACT hire business has grown rather faster than was being predicted two years ago, according to Mr Steven Poster, managing director of Lex Vehicle Leasing.

Mr Poster reckons his company, jointly owned by the Lombard North Central finance house and Lex Service, the vehicles group, to be among the growth leaders.

Not without reason. In the 24 months ending last September, the Lex contract hire fleet grew in unit terms by 112 per cent to 8,200. A further 1,000 vehicles were added in the final quarter of last year. For 1983 overall, the increase was about 50 per cent over the previous year, so the growth has been a sustained one, even through the recession, rather than the result of the recent improvement in the economic climate.

The business was good enough to provide Lex with a pre-tax profit last year of just under £2m. A further improvement is expected this year, on the basis that Lex's fleet will grow by another 30 per cent. However, this seeming slowdown compared with 1983 is more a reflection of the conservative approach taken by Lex towards its forecasting rather than any serious expectation of a reduction in the rate of growth.

Certainly, there is plenty of room for increased penetration of the business car market, since even on the most optimistic estimates well under one in five fleet or company cars fall within the contract hire/leasing/fleet management net.

Three factors

Mr Poster attributes the Lex growth to three principal factors. First, it has made considerable efforts to widen general awareness of its contract hire's existence. Apart from conventional marketing and promotional exercises, one highly effective method was its commissioning about three years ago of the market research concern Makrotest to undertake a survey of the entire fleet business: how vehicles were acquired, run and disposed of by a wide array of companies.

two years could of itself create capital cost problems for many contract hirers. Lex regards itself as fortunate in being part of a finance house, "so the acquisition problems don't exist."

3,500 outlets

Its growth means that it now has access to nearly 3,500 service outlets in the country—all franchised and the majority on some form of computer link with Lex Vehicle Leasing headquarters at Beaconsfield, Bucks, while service on an individual vehicle is pre-authorized up to £40. Lex also runs some surprisingly basic checks with each vehicle—"not least," says Mr Poster, "that it's our car."

Then follow checks as to whether it is in warranty and, in the case of regular replacement parts such as tyres, exhausts and batteries, if such an item is said to need replacing whether it has been fitted with one recently.

Such items are always a rip-off element with the garage trade," he says. But the detailed checking systems have removed virtually all the "rogue" garages from the system. There are only about 30 garages that we actually steer customers away from now."

Last year's record new car market, the presence of heavy discounting and a flood of trade-in vehicles means, he says, that contract hire rates are likely to go up by slightly more than new car price inflation, because of the predicted fall in residual values.

However, competition among car makers, the threat of a 12.5 per cent maximum allowable price variation on new cars within the EEC and—if sterling strengthens further—the reopening of parallel import floodgates in the meantime, should mean that new car price inflation itself this year should be very low, Mr Poster points out.

The competition will also be strengthened, he stresses, by the arrival of Austin Rover's LM11 in the mainstream fleet market. "It really will have an impact," he suggests. "It will meet the Cavalier/Sierra balance."

We didn't win them by resting on them.

Pioneers in 1959 Innovators in 1984

We're celebrating 25 years in the leasing and contract hire business and, in that time, we've maintained our lead by continually developing new ideas.

That's the way it is with Autolease.

Back in 1959, we led the way with Contract Hire. Ever since then, we've been building in new ideas you want—to suit changing needs.



We put you in the driving seat



Autolease Fleet Datascan puts you in control of your fleet data, at the touch of a button. Your own terminal—programmed by us—is linked to our central source.

It's the natural development to fleet management and replaces out-of-date print-out systems with sophisticated technology.

And again, the whole cost of this modern option is at a fixed monthly rate.

Total Service—the key to our success, and yours

Its Contract Hire in particular that's been the flag-ship to all our schemes. It's the UK's only fully comprehensive contract hire arrangement which includes all maintenance and servicing costs—even towing charges and replacement tyres—in the fixed monthly rental.

But now Autolease brings you much more besides:

Comprehensive Cover built-in

Autocover is the total insurance cover that you can add into any of our Contract Hire or Leasing arrangements. The premium is fixed for the period of the lease—which could be up to 4 years—and you pay monthly, to help cash flow.

And you get the backing of one of the country's biggest insurance names in the business.



All part of the service

Shell Gold Card is available—free—as part of any of our lease arrangements. It's simple to use. It gives you an average of 25 days credit on your fuel bills and, what's more, you pay only advertised pump prices.

It also enables your drivers to obtain petrol and oil without parting with cash and you can analyse precise monthly expenditure—by car and by driver.

It's all part of the service, when you deal with the big professionals in vehicle leasing.

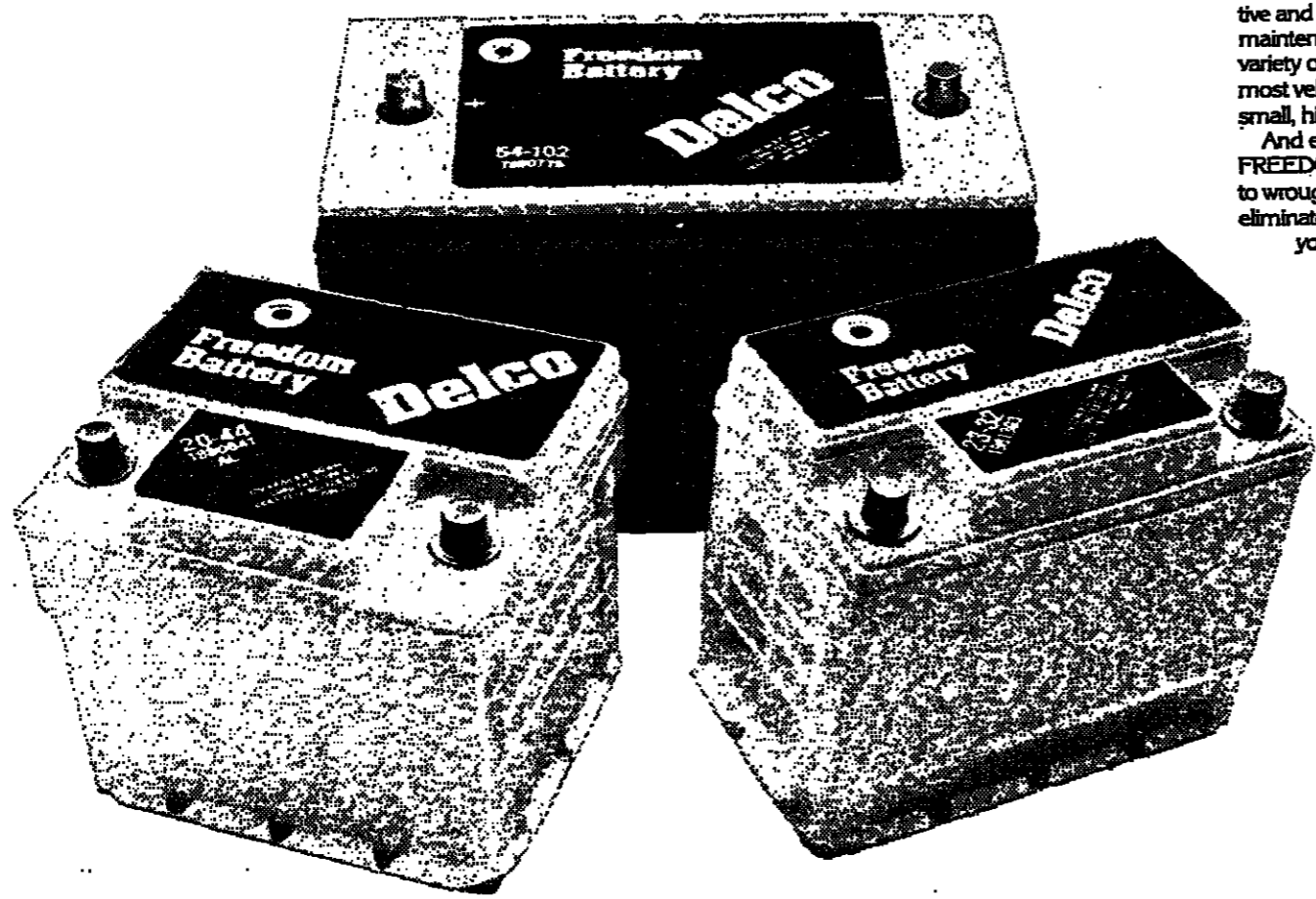
Talk to us soon. After 25 years in the business, we're ready for anything.



Autolease THE BIG PROFESSIONALS IN VEHICLE LEASING

Burgess House, 1270 Coventry Road, Yardley, Birmingham B25 8BB. Tel. 021-707 0490.

A great start for any design.



There's a Delco Freedom Battery for you. Now Delco Remy can offer Europe's automotive and truck designers an extended line of maintenance-free Freedom Batteries. With a variety of sizes and performances to match most vehicle applications from big diesels to small, high-performance compact cars.

And each battery has the big advantage of FREEDOM. Freedom from maintenance due to wrought lead calcium grids that practically eliminate gassing and water loss. That means you never have to add water. What's more, every Freedom Battery is built with a sealed top to prevent internal damage and contamination.

Tough, versatile automotive batteries. Delco Remy can deliver the performance plus the flexibility you need to make your design work.

That's because Freedom Batteries come in a variety of efficient sizes that can help you trim weight and save space and fuel. Each model is also available with terminal configurations to meet your specific application requirements.

Heavy-duty truck batteries. Whether you need an all-around battery for trucks and buses in commercial service or extra cranking power for big diesels and cold starts, Delco Remy has a heavy-duty Freedom Battery to do it. Plus cycling models with ready reserves of standby power for extended idling uses.

Best of all, Freedom Batteries are built in Europe, for the vehicles of Europe, and for the special needs of Europe's automotive designers.

Freedom Batteries from Delco Remy. You couldn't ask for a better start for your next design.

Delco Remy Division of General Motors, Milton Keynes, England; Russelsheim, W. Germany; Gennevilliers, France; Milan, Italy; World Headquarters—Anderson, Indiana, U.S.A.



Our factory in Sarreguemines, France, is the world's newest and most modern automotive battery facility.



A world leader in automotive electrical systems.

VEHICLE FLEET MANAGEMENT XI

PROFILE: HERON DRIVE

Task is to identify requirements

SHE IS BLONDE; a steely glint comes often into her eyes when making a point, and she is not at all averse to lecturing industry on its perceived shortcomings, publicly and to its face.

Her headquarters, however, are not in Whitehall but in north London. Mrs Jean Denton is managing director of Herondrive, the Heron Corporation's fleet leasing and management division which celebrated its first birthday towards the end of last year. Previously, for some 25 years, it had been known as Heron Fleets and Leasing.



Jean Denton: last year's decisions are not necessarily right this year

Heron currently operates a fleet of about 4,000 vehicles—a figure which Mrs Denton expects to grow by about 10 per cent this year, with virtually all the expansion coming in the form of contract hire.

Mrs Denton used her company's birthday celebrations last year to lecture to 170 motor trade and industry guests and customers on what she sees as the prime destabilising influence in the current fleet management scene: the heavy discounting and incentives on new cars being offered by dealers and manufacturers.

Warning about its adverse long-term effects, she declared: "We are a service industry. Service is about people and quality. If we continue for much longer to talk only discounts, the greatest sufferer will be the customer."

"I believe the industry is self-destructing on a price trigger. Nobody can survive without profit and no growth can be funded."

"Company cars are a long-term cycle. If we are not here to look after you during that life cycle then the front end discount you obtained becomes irrelevant. That is not a threat. It is a warning."

In setting out Herondrive's policy, she maintains that it is to "identify customers' requirements, then satisfy them—be it direct purchase, contract hire or leasing."

Like other companies operating in the same field, Herondrive's view, however, is that often customers themselves don't really know what they want, or at least, have not really examined in detail the effectiveness of the decisions they have already made.

Manufacturers, she points out, have spent a lot of money recently to promote their models—but their reasons for wanting to sell are not necessarily the same as customers' for wanting to buy. It is well worth a user company considering exactly why it wants or needs any car it has put into its company list.

Previous use by a company of one particular manufacturer, or a perception of price and running cost which no longer bears any true relation to the facts, are just two factors, she suggests, which cloud effective decision making. "But there is one thing to be quite certain of—the motor industry is changing so fast that no decision made last year can necessarily be guaranteed to be right this year."

Full range

Herondrive undertakes the full range of contract hire/leasing operations carried out by its main rivals—but in the short time since the company was re-launched it has come up with some slightly unusual, sometimes controversial, ideas of its

own. One scheme, outlined recently by financial director Steve Landau, suggests that companies should consider extending their company car fleets to a far greater proportion of employees than previously, including non-business users.

The rationale goes like this: An employee earning £8,000 a year could be supplied with a company car at no extra cost to the company. How? Because employees with earnings below this level are not assessed for the taxable benefits of company cars. So instead of salary increases, or perhaps by means of salary cuts, an employee could be awarded a company car; save on the salary cut through reduced tax and national insurance—while the employer saves salary plus national insurance—and get a cost-effective car in that it would not be bought and maintained out of after-tax income.

The example put forward by Mr Landau is of an employee offered a small or used car of £4,000 value. If he took a £1,000-a-year pay cut to acquire it, the net drop would be £610 after tax and national insurance

savings. The company saves £1,000 in salary and £114.50 in national insurance.

After subtracting likely depreciation and maintenance costs, the net saving to the company would be about £215. The employee, at the same time, is freed from all the perils of running a private car, not least the arrival of unexpected, high repair bills.

The scheme is viewed with scepticism by some of Mrs Denton's rivals, who say they believe that not many companies would be prepared to take on the administrative burdens of such a scheme. But it is one which Herondrive is keen to pursue, and its progress is likely to be watched with interest over the coming year.

Among other recent schemes launched, are a "common sense" company cars purchase scheme for used ex-demonstration vehicles, also offered with contract hire/leasing packages, and a short-term hire/buy-back operation. Under the latter, seen as particularly applicable for executives home on extended leave or on short-term assignments in the UK, the cus-

tomers can buy a car under guaranteed "buy-back" after six months or so.

What it boils down to is that on a Rover 2.3, for example, the terms would mean that the car has been routed for the current price of about £9,60 a day—against the average weekly cost from a typical rental company of well over £300 a week.

Benefits

Some of the views taken by Mrs Denton should gladden many an executive's heart, even if at first what she suggests might give the finance director the shivers. If what that executive really wants is a Jaguar or a Porsche, why not let him have one? she suggests.

"The motivational benefits to be derived from giving someone the car he wants should not be ignored," she stresses. "It might not be an obviously cost-effective way of going about car provision—but the extra care he is likely to give it could be worth 10 per cent on the resale value alone."

Cost might make it undesirable to allow a middle-rank executive a new Mercedes 130 or Porsche 924. But the price of a one-year-old model will be about the same as a Rover 2.3—and could give the driver a significant motivational boost.

The scheme makes financial sense, too. The original owner will have already taken the initial heavy depreciation, so the second owner has less to bear.

She shares the view that increasingly use companies will come to view their fleets as just one more cost, to be treated unemotionally. "The car is becoming just a product. And even for companies running 1,000-car fleets, there is no flexibility in using your own resources for vehicle acquisition."

For that reason, she forecasts that contract hire will grow eventually to take 40 per cent of all company car business. Her own estimate of its current share is about 10 per cent.

"About the only valid reason for capital purchase is if you actually want to show assets on the balance sheet."

John Griffiths

PROFILE: GODFREY DAVIS [CONTRACT HIRE]

Eye on the small user



Graham Darley: contract hire makes sense.

GODFREY DAVIS (Contract Hire), the group's specialist leasing division, must have one of the most unusual contract hire vehicles in the business: a Reliant Robin three-wheeler.

But it serves to underline one of the main policy objectives set out for the company by director Graham Darley—to tap the thousands of very small user companies of cars and light commercials.

"We are trying to tap the small operator market every bit as much as the larger fleets on which most fleet management operations concentrate," he says. As an example of this, on January 1, the company also started a fleet management/maintenance scheme, specifically for companies which still want to own or finance their own cars—particularly in the smaller business sector.

One of the main spurs for introducing the programme was that "we were getting a lot of customers found existing fleet management reports too complicated," Mr Darley says.

His company is now running a contract hire/leasing fleet of about 5,000 vehicles, about 20 per cent of them light commercials.

Like many other companies in the field, Godfrey Davis, too, is finding that the bulk of growth is coming from contract hire. "Our fleet has gone up in size by about 20 per cent over the past 12 months—the vast majority of it through contract hire. We still do a bit of finance leasing, but it had its heyday three or four years ago—when the loophole to lessors of being able to claim 100 per cent first year capital allowances was finally closed."

Mr Darley says he is looking for similar growth this year. At the same time, he predicts that the stabilisation which has taken place in hire rates will continue "although clients these days seem to be preoccupied more with service than cost considerations."

The company—like others in the field—could do with more comfortable margins, for although the volume of Godfrey Davis' business is expanding, the profits picture has been rather different. The parent company, Godfrey Davis (Holdings) reported a fall in pre-tax profit last year to £2.6m from

£2.97m. Much of it was accounted for by problems connected with the contract hire business, where the impact of falling resale values of used cars had an adverse impact much of the time.

Better balance

With the car market readjusting itself to strike a better balance between discounted new car prices and resale values, however, the worst of these problems may be over.

Mr Darley sees several other particular growth opportunities in the business. He has detected a discernible move by some of the major companies in specific industry sectors, such as building, away from "in-house" operated and owned vehicle fleets into contract hire.

"Some of them simply want to get out of the operations side altogether; others want to rationalise their activities, but need to retain some controls—hence the involvement in fleet management packages."

Another area, where he thinks there is untapped potential is among companies with large distribution activities, involving in-house maintenance of commercial vehicles and, in theory, the company's car fleet as well.

"But a lot of them are finding that, particularly as we come out of recession, the cars are clogging up the maintenance system; so they either hold up the more important commercial vehicle schedules—or they go unserviced."

"In those circumstances, contract hire makes a lot of sense." Mr Darley suggests that one of the biggest barriers to even faster contract hire growth is that "a lot of companies still tend to ask how much extra contract hire will cost—when their basic question should be what is it costing to run their existing fleets. There are still a lot of them who simply don't know."

Whether they can be persuaded into full contract hire, or into adopting a "half-way house" approach with full or partial management of their own fleets, is now not of too much concern to Godfrey Davis, having launched its fleet management programme.

"Basically, we've got to give as much or as little in services as companies need or want." To illustrate, he makes the point that out of the company's 5,000 fleet, "only about 40 per cent are on standard contracts."

J.G.

There's one fuel card that buys more than just fuel.



Apart from buying fuel and lubricants, possibly the only thing a fuel card is good for is scraping ice off a windscreen.

Sadly, there its usefulness ends. Unless, of course, you're talking about Transcard.

With Transcard you can buy tyres, batteries, exhausts, windscreens, truck rental and many other services as well as fuel. In many cases generous discounts are automatically available.

It can be used at over 2,500 Mobil and Texaco service stations and also at BRS outlets across the country.

And once used it simplifies paperwork no end.

Never again will you be bothered with an endless stream of receipts, bills and petty cash vouchers.

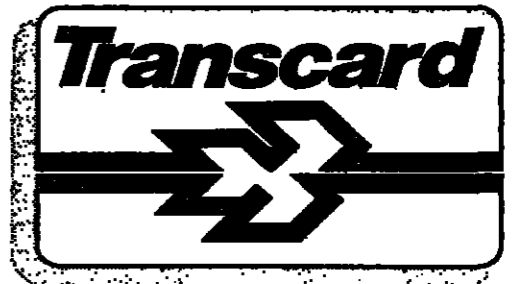
Every time Transcard is used, the transaction will be recorded on a monthly statement.

If you're involved in managing a fleet you'll appreciate how useful it is.

With Transcard, individual vehicle performance isn't a matter of guesswork it's all down in front of you in black and white.

So forget the cards that only work at the pumps.

Get a card that pumps a whole range of services.



Please send me a brochure and an application form giving full details about the Transcard system.

Name _____
 Address _____
 Company _____ Tel. No. _____
 Position _____

Send to: Tony Scragg, Marketing and Sales Manager, Transcard, Communications Centre, Monaco House, Bristol Street, Birmingham B5 7AS.

BRS is a member company of the employee-owned **NFC** National Freight Consortium p.l.c.



VEHICLE FLEET MANAGEMENT XII

PROFILE: SWAN NATIONAL

Service is the name of the game

SWAN NATIONAL has an unusual parent—the Trustee Savings Bank, which came under the aegis of the Treasury and which will offer themselves for sale next year with a forecast likely value of nearly £1bn.

Within the TSB group Swan National—made up of Swan National Leasing with a fleet of about 5,500 cars and Swan National Rentals with about 8,000—is distinctly small beer. In the last group accounts, for 1982, the companies contributed £1.6m of the TSB's £77m profit, with a little help from a small motors distribution business, Valkyrie Motor Holdings.

Precisely how big the leasing company's contribution was is not separated out in the accounts; but its net book value of £18m at the time makes it one of the leading companies under the chairmanship of Mr Frederick Aldous in its field.

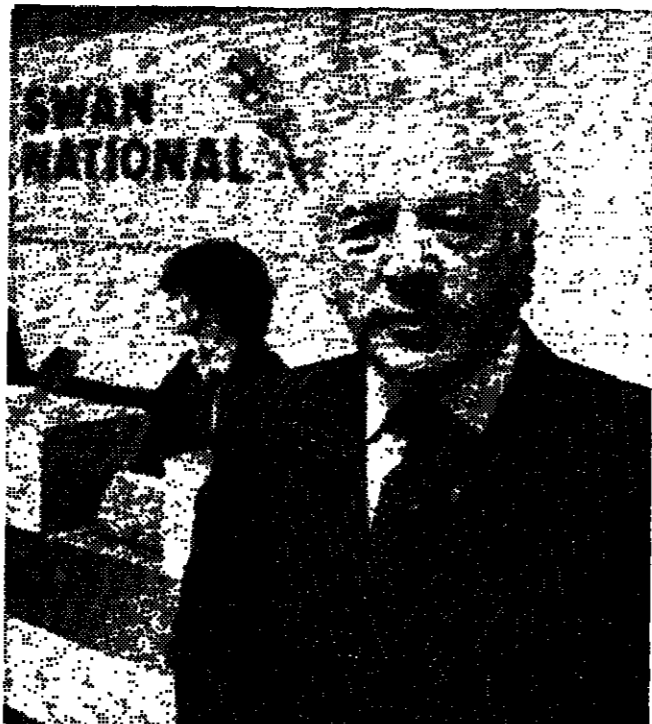
Patently, however, it escaped the severe problems which several large companies in the field ran into during the slump in car residual values following the onset of recession. And Mr Len Clayton, its sales director, says that Swan National Leasing can look forward to "record" profits in 1984.

A sign of the company's times is that it has just refurbished its Croydon headquarters and has invested £750,000 in a new vehicle preparation centre opening next month in nearby Purley.

Mr Clayton's profitability forecast is made despite the fact that he and managing director Mr Ian Mosley expect rates to increase by no more than 5.5 per cent this year. They expect a growth in the volume of business by 15-18 per cent, however, measured in terms of units on the company's fleet. That is a roughly similar expansion to that achieved during 1983.

In line with a number of recent surveys reporting new economic growth, Mr Clayton says "we have felt very strong stirrings of life among customers. And I'm not talking about the computer companies, but those perhaps slightly boring medium-sized companies."

Mr Clayton readily admits that, in the past, where contract



Mr Frederick Aldous, chairman and managing director, Swan National

tees this year if they are not to hit financial problems, because of further uncertainties over residual values.

"Some companies are already taking a big hiding," he suggests. With little prospect of the discount war abating, he says, the residual values problem could bring a lot of companies to their senses "in terms of the need to set realistic contract rates."

Incentives

Swan has been making efforts of its own to bolster residual values of clients' cars. To encourage better care, it has been offering incentives such as the use of two Ford Escorts free for two years to clients returning their cars in best condition, together with cuts in rates of between £1 and £6 per car per month. It appears to have worked well, putting on about £100 per car on average at disposal time.

It will not be a good year for residual values, he says, "and anyone forecasting profits on historically assumed values is in for a gusty shock."

The importance of residual values in determining contract hire rates can hardly be overstated. According to Mr Mosley, depreciation accounts for 60 per cent of the rental charge and maintenance and the provision of replacement cars during service and repairs account for another 20 per cent.

Although he expects garage and car rental costs to go up by at least a similar amount to the retail price index, he believes that reduced down-time, longer service intervals and simplification of repairs through the use of bolt-on parts should be able to offset any increase.

As regards Swan's own margins, these will be maintained at current levels, he says.

Mr Clayton stresses that a continuous, reasonable element of profitability for the contract hirers is essential and not just from the point of view of its own welfare. "Good profits are important to the industry in order to provide the services business houses in the UK have come to expect from the professional operators. Competition is fierce, and services has got to be the name of the game."

John Griffiths



Auctions offer useful disposal system

THE GROWING importance of auctions as a means of disposing of ex-fleet vehicles is one of the early items to emerge from a wide-ranging study of business vehicle policies commissioned by Geico, the Manchester-based vehicle fleet management and contract hire business.

Information supplied by 6,000 companies showed that just under 12 per cent of their fleet vehicles were disposed of through the auction houses.

Such sales still lag a long way behind the two most favoured methods of disposal—directly through the trade (about 45 per cent) and sales to employees (about 30 per cent).

However, the fierce discounting war of the past two

to three years, and explosive growth in the new car market last year, have left used car stocks high and dealers in many cases either reluctant to accept anything but the easiest-sold models, or to offer weak prices.

Against that background, auctions have come to be seen as at least a convenient, if not necessarily price-advantageous, way of disposing of vehicles at the end of their fleet life.

The auction business has changed almost out of recognition since, for example, Mr David Wickins, chairman of British Car Auctions, first rented an open field in the 1940s for £1 a week.

BCA has become the largest auction house in the UK, and by a considerable margin. It now operates 14 sites,

quite apart from the ambitious expansion programme launched into the U.S. less than two years ago, and which was a major contributor to group net profits of £6.02m last year.

However, the presence of Central Motor Auctions—which has eight auction sites—and Motor Auctions Group, with three, means that BCA by no means has a monopoly. There are a number of other auction houses operating from single sites.

Competition among the majors has produced an expansion of services to include valeting services, engineering reports, vehicle valuations and pre-auction vehicle collection services.

Commission rates can vary, but about 5 per cent is

typical for fleet owners.

The structure of sales has become increasingly sophisticated in recent years with, for example, BCA holding "Top Car" and "Union Jack" auctions specifically for luxury and executive cars, and very low mileage fleet cars respectively. In total, 500,000 vehicles of all types are claimed to have passed through BCA sites last year.

The auction houses have also been making a concerted pitch for local authority and government department business, with some success. The Ministry of Defence and several hundred local authorities are now claimed by BCA to be among its customers.

J. G.

 SERVICE	 CARS CARS CARS CARS CARS VANS VANS VANS VANS VANS TRUCKS TRUCKS	 BREAKDOWN	BODYWORK REPAIR AND PAINTING
PARTS REPLACEMENT		 STEAM CLEANING	 FLAT TARIFF SERVICE PACKAGES
CENTRALISED DETAILED SINGLE INVOICE DOCUMENTATION	 FLEET MANAGEMENT INFORMATION	 DIAGNOSTIC TUNING	 COST CONTROL

Over 90 Fleetcare centres nationwide have the skills, facilities and experience to provide fast, expert and comprehensive care for virtually every vehicle in your fleet.

Every make, type and size of truck, van, car, 4WD. And practically anything else with wheels and a road fund license.

Centrally documented Fleetcare packages include scheduled maintenance, 24 hour breakdown recovery, body repair, steam cleaning, diagnostics, tachometer, DoTP preparation, MOT, parts, accessories and extended warranty.

Cutting downtime, servicing, operational and replacement costs. Yet raising your vehicle capability.

FLEETCARE
TAKES CARE OF THEM ALL
A Member Company of the employee owned NFC National Freight Consortium.

For instant information ring Ken Penfold now on (0444) 457524 or 457681 between 8am and 10pm.

Not all services available at all Fleetcare centres.

INVESTIGATE NOW

Please send me your detailed brochure

NAME _____

TITLE _____

COMPANY'S NAME _____

ADDRESS _____

POST CODE _____

TELEPHONE NUMBER _____

To Alan Wheatley, Sales and Marketing Director, Fleetcare, Freeport, 639 Bourges Boulevard, Peterborough PE1 2AR

FLEETCARE TAKES CARE OF THEM ALL

VEHICLE FLEET MANAGEMENT XIII

Stuart Marshall gives his verdict on some of the cars he has test-driven over the past year

Lively range of models on offer for company drivers

TWO FLEET MARKET trends are clear. Boots are back and big is no longer beautiful. The hatchback body style, at least to all but the smallest sizes of car, is in retreat. And it is no longer necessary to go to medium and large cars to give a senior manager the kind of performance and comfort—even status—he feels is his due.

Not all fleet managers appear to be aware of this fact. A common complaint from executives who do most of their company car driving in crowded city centres runs thus: "Here I am with this bulky, manual gearbox car when what I could really do with is a smaller one, with automatic transmission and, ideally, power steering."

Some of the more interesting of the 1983-84 crop of new models are exactly what this kind of company car user has in mind. The Alfa 84, a development of the Alfa 75, is not yet available with power steering or automatic transmission but otherwise would suit. BMW's 318i four-door is ideal, having a two-pedal and power steering option at extra cost. It is as manoeuvrable and parkable in town as it is enjoyably driveable on the motorway and its charisma is evident.

One UK-based company is switching its representatives from Ford and Vauxhalls to 3-series BMWs. It says are cost-effectiveness grounds. It is hard to imagine that any will complain that their new company car is smaller than the last one.

Ford has deliberately pitched its Orion (in effect, an Escort with a boot) up-market of the lower tier of its larger Sierra models. This really is an agreeable four-door saloon, with a pleasant ride due to a revised rear suspension, stealthily introduced on the Escort, too, some months ago.

Other compact-sized but well equipped saloons developed from hatchbacks are the Lancia Prisma and Volvo 360. Neither has a power steering option and the Volvo's Variable is an acquired taste but either of these cars could be considered a good second best to a 3-series BMW.

Doubts

Three more cars in this class will be arriving here soon. With the forthcoming Jaguar XJ-40, due in the autumn, the Maestro's booted derivative will be one of the two most important British cars to appear this year. Montego—the probable name of the new car—is aimed straight at the fleet market. It will reinforce the doubts Ford must be having over the wisdom of making the Sierra—successor to that phenomenally successful fleet car, the Cortina—a hatchback and not a saloon. In fact, Orion is beginning to show signs of being looked upon as the real replacement to the Cortina.

Joining the Montego will be the Fiat Regata and Volkswagen Jetta—the former a development of the Strada, the latter of the new Golf, a car which has still not reached the British market. The Regata, like the Orion, seems to be half-a-class higher up the pecking order than the hatchback from which it was developed.

Getting rid of the tailgate and replacing it with a boot makes the car dimensionally larger and quietens it down. Rear seat ride comfort is improved, too, as the cushions no longer have to be able to fold into a load floor. No doubt



John Fugh, Vauxhall-Opel's fleet sales manager, displays the range, which includes the very successful Cavalier

the Montego and new Jetta will show similar benefits when they appear. But every rule has its exception. Renault launched the 9 as a four-door saloon more than two years ago but have made its hatchback development, the 11, the more prestigious and sporting car. In its latest form, with a 1.7 litre engine, the Renault 11 feels almost Germanic—except for the seat softness.

Success

Vauxhall's Cavalier has deserved its fleet market success in the last year. It really is all things to all business motorists, from sales representatives to middle managers, because of the wide choice of specification offered. Shrewdly, the most prestigious Cavalier, the fuel injected CD, has been given an engine of just under 1.8 litres to keep it in the right tax class.

If any of its cars could get Citroën into fleets, it has to be the BX, which has been designed to keep maintenance to a minimum and is said to need less servicing than a Ford Sierra. It is beautifully suspended and the larger-engined 1675 is a lively though relaxed performer. Keenness of pricing reflects Citroën's desire to build sales volume.

Much the same could be said of the Fiat Uno, a roomy, refined and economical three- or five-door hatchback replacement of the 127. Uno, an alternative to the Metro or Fiesta, deserved its choice as Car of the Year 1984 and appears to be conspicuously good value. Another excellent small hatchback to make its debut in the past year is the Peugeot 205. Like the Uno, it has the ride comfort of a large car, the economy of a small one.

Mercedes has stepped down a little in size, but retained all the traditional virtues of solidity and sound engineering, in the 190. For quality in its size class this is the car to match, though it does look fairly expensive when compared with the larger 200. But the W123 line, which includes the 200, is coming toward the end of its production life and replacements must be dearer.

Both Mercedes and BMW are keeping a weather eye on Audi, which is making progress in the medium to large quality car market with cars of original design, though making use of VAG mechanical components. The 100 saloon is now brought into Britain with a closer-ratio

manual gearbox, or an automatic transmission, and the gain in driveability over the original ultra-high-gear version has to be experienced to be believed. It still drifts along motorways

in serie alliance, unless a coarsely-textured surface makes the tyres rumble. The 200 Turbo, arguably the world's fastest volume-built executive car with a 143 mph maximum,

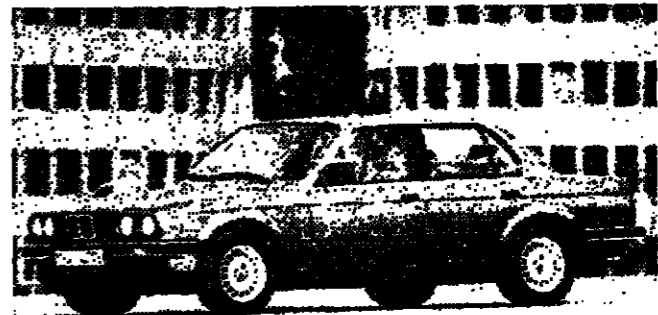
is due here soon. For business users who may have to make long continental journeys in mid-winter (or visit a Scottish outpost, perhaps) the Audi 80 Quattro saloon is

uniquely attractive. Permanent four-wheel drive makes it feel uncannily safe on slippery roads. It doesn't have quite the performance of the turbo-charged Quattro coupé but most would find the 120 mph maximum more than enough. Economy does not suffer from four-wheel drive; a consumption in the mid to high 20s is possible from this five-cylinder, 2.1 litre, power-steered saloon.

In the five-seat class, the recently improved specification has made the Vauxhall Carlton an attractive alternative to the Granada and Rover in their smaller-engined versions. It is a straightforward but thoroughly efficient car, priced close to the smaller Cavalier and with power steering as standard. Carlton's near relatives, the Opel Senator and Monza, with six-cylinder fuel-injected engines, are comparable with BMW's Jaguars, now of vastly better quality than they were a few years ago, have suspension approached by few other makes and excelled by none. The 3.5 litre six-cylinder engine that will power the 1985 Jaguar saloons has already appeared in the XJS-HE coupe combined with a manual gearbox.



Above: the sporting Renault 11 TSE with electronic ignition. Below: a BMW 3-Series model.





LEASE FROM MASTER HIRE. YOU'LL CUT OUT MORE THAN THE COUPON.



Just suppose you started leasing your fleet through the man who sells the cars.

Missing out the middlemen completely. You'd have far fewer problems with administration.

Far less to organise by yourself. And far more time to concentrate on your business.

Can't see it happening? Well it has. And it's called Master Hire.


Master Hire is a leasing service run by 150 dealers and backed by 509 more.

It covers supply, maintenance, and even vehicle disposal. The dealers all work directly with Vauxhall-Opel.

And as such they offer you not only competitive rates, but probably the most competitive range of fleet cars on the market.

(Our line-up in the 1300cc-1800cc tax bracket is particularly impressive.)

Just as impressive is our large range of leasing contracts. Any one of which can be tailored to suit your needs.

So if you'd like to cut out your problems, cut round our coupon. Or ring  **VEHICLE LEASING** Luton (0582) 426590.

Please send the details of Vauxhall-Opel's Master Hire leasing scheme.

Name

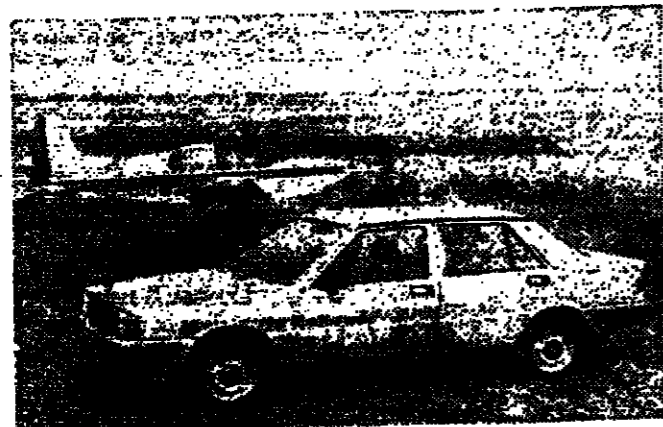
Company

Address

Telephone

VAUXHALL-OPEL  

Send to Vauxhall Motors Ltd., Route 6590/SII, PO Box 3, Kimpton Road, Luton, Beds.

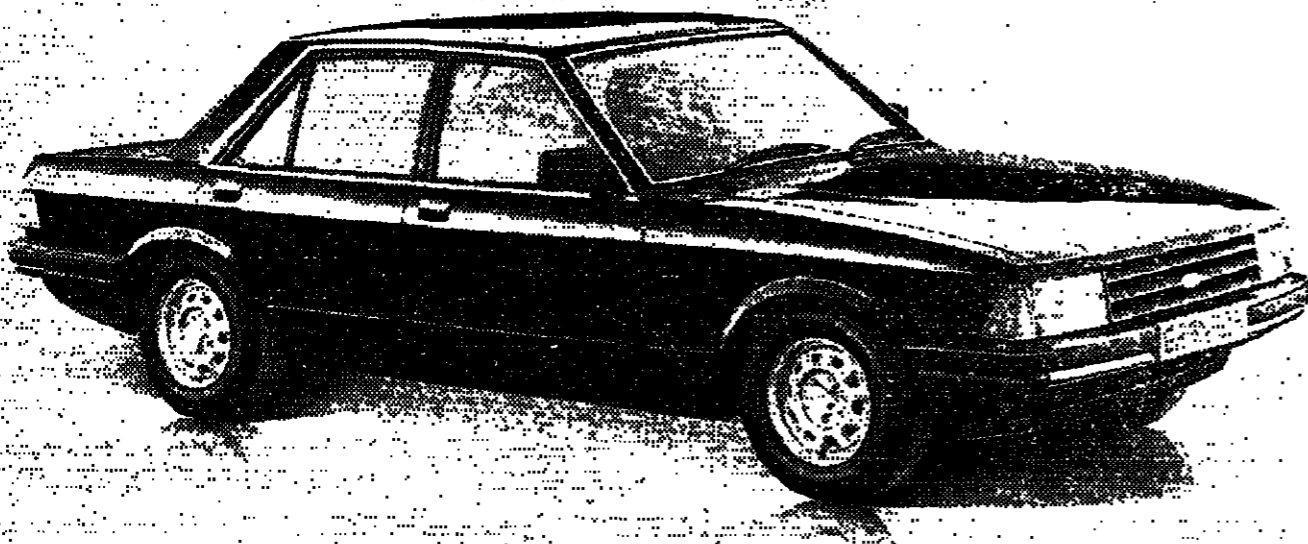


Above: The Lancia Prisma 1500 saloon with front-wheel drive which was developed from the Delta hatchback. Below: The 120 mph Audi Quattro with its four-wheel drive has a 2.2 litre fuel-injected engine. Both cars are well equipped



VEHICLE FLEET MANAGEMENT XIV

Ford Granada L. Refined engineering £7,374.



Ford Granada LX. Extra luxury £7,852.



Two ways to drive a bargain.

On the one hand you could spend just £7,374* on the Ford Granada L, a superbly well engineered car with 100 mph plus performance, a 5-speed gearbox, power steering and a splendidly quiet and comfortable ride.

On the other hand, you could invest £7,852* in the new Granada LX, a car which offers you all the same engineering refinement, but which is even more luxurious, and includes a host of extra features, as listed.*

Whichever choice you make you'll be getting

a superlative company car at well below a superlative price. And a Ford into the bargain. Why not talk to your Ford dealer.

*Extras in the LX: tinted glass, electric front windows, central locking, electrically adjusted heated mirrors, rev counter, overhead console, multi-function digital clock, oil pressure gauge, ammeter, illuminated vanity mirror, woodgrain fascia etc.

*Maximum prices excluding delivery and number plates. Granada L illustrated is a 2.0 L saloon with optional black paint at extra cost. Granada LX illustrated is a 2.0 LX saloon.



With Dial fleet contract hire, smoother cashflow is the least of the benefits.



What is your company's vehicle fleet funding policy?

Outright capital purchase?

Or do you exploit the liquidity benefits of finance leasing?

Whichever method you employ, there is another route you should give serious consideration to: Dial fleet contract hire.

Dial Contracts - Britain's largest fleet finance and management services specialist - recognises that finance itself is actually only half the fleet problem.

Check your overall fleet expenditure figure and you could very well find that over and above funds taken up by vehicle provision, you spend a roughly similar amount on day-to-day running costs.

free to choose any make of car, van or truck.

Payment is by equal, monthly amounts, agreed in advance and unvarying for the entire contract period.

Because costs are fixed, they remain unaffected by fluctuations in interest rates - and of course, known, fixed costs aid budget planning and help to streamline your cashflow.

In addition to the vehicles themselves, a normal Dial contract hire package is inclusive of:

- all maintenance (servicing, labour, parts and replacement tyres, batteries and exhausts)
- automatic annual road fund renewal
- fully comprehensive vehicle insurance
- nationwide breakdown service and recovery
- the availability of a relief vehicle should one of your own be out of action for more than 24 hours
- vehicle selection consultancy (using a databank of over 50,000 vehicle operating histories).

The package in fact can embrace everything except fuel.

That can be taken care of by the Dialcard fuel payment and cost control system (where, as with the contract hire element, one invoice a month can cover your entire fleet).

Dialcard - the fuel payment system accepted at 3,000 garages and filling stations that automatically provides monthly cost-per-mile and miles-per-litre analyses for every vehicle in your fleet.



STREAMLINED VEHICLE FLEET ADMINISTRATION

You can imagine the degree to which Dial can help simplify fleet administration - particularly when you realise that Dial also handle all aspects of purchasing and ex-fleet vehicle marketing.

Why risk letting your vehicle fleet hold you to ransom?

Call Dial today, or ask your secretary to send off for the facts.

Dial Contracts Limited, 7-17 Ansell St, Kensington Square London W8 5BN. Telephone: 01-937 7207. Telex: 27393.



How much can Dial cut your fleet costs by?

Dial fleet contract hire is the perfect means of achieving maximum efficiency in both funding and operating cost control at one and the same time.

VEHICLES AND MAINTENANCE AT A FIXED, ALL-IN COST

Dial fleet contract hire involves no capital outlay and you are

Alan Bunting discusses the long-awaited 38-tonners

Why the new breed has been accepted so rapidly

IT IS almost nine months since the long-awaited increase in permitted lorry weights came into effect. The maximum all-up weight for articulated vehicles went up from 32.5 to 38 metric tonnes—that is from 32 to 37.4 imperial tons.

Despite the unabated vociferous resistance from environmental groups to any increase at all in weight limits, especially to the original Armitage Report proposals, which envisaged a 44 tonne upper limit for tractor-trailer (Drawbar) as well as artic combinations, the new breed of 38-tonners have been accepted rapidly by the community at large.

Only the presence of a fifth axle and, in most cases, semi-trailer sideguards, gives away the higher design weight of the newcomers. They are in fact less intrusive visually than some lighter trucks, because their overall height is restricted to 13 feet 9 inches. There were previously no height limits.

For fleet operators the 38-tonner limit has brought the obvious benefit of greater load capacity, although some of the 5.5 tonnes increase in allowable gross weight is absorbed in additional unladen weight. The statutory requirement for at least five axles instead of four has itself meant that the new generation of artic weigh at least half a tonne more than their 32.5 tonne predecessors.

Further dead weight is added by the uprated engines, gearboxes, and chassis components needed to cope with a 17 per cent increase in all-up weight.

Where truck users previously thought in terms of a maximum 20.5 tonne payload, they now base their productivity calculations on a figure of about 25 tonnes—a 20 per cent increase.

Companies hauling specialised cargoes, in purpose-built semi-trailers whose ancillary equipment makes them heavy, stand to gain more in productivity terms. If 18 tonnes of frozen food products could be carried previously in a 32.5-tonner, its 38-tonner successor is likely to be able to carry 22.5 tonnes—25 per cent more.

£40,000 cost

There is obviously little point investing in new heavier-duty vehicles, at £40,000 a time, if their extra carrying capacity cannot be fully exploited.

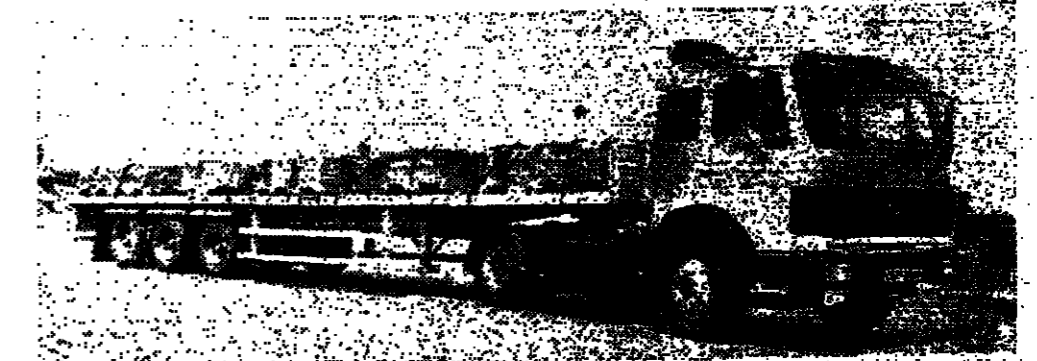
Haulage companies whose business is carrying freight for others have, accordingly, regarded the revised legislation with considerable scepticism, in the light of the depressed conditions currently afflicting their industry.

Those who have bought new articulated tractors and, in some cases, new trailers as well, in order to take advantage of 38-tonner laws, need to charge their customers rates that realistically cover their investment.

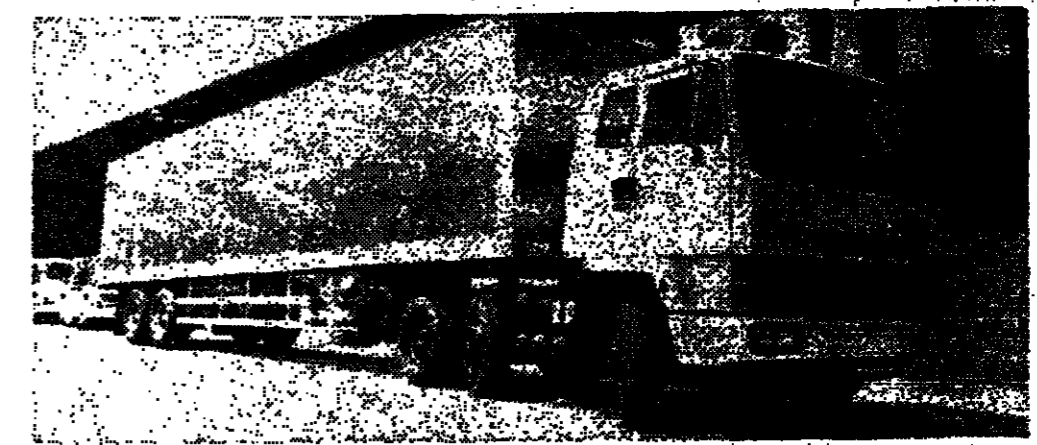
In the long term the economics of running vehicles which will carry 20 or 25 per cent more load are undeniably attractive. That gain in productivity is being achieved at the expense of only about a 5 per cent fuel consumption penalty, together with the increase in driver's pay which has been negotiated by many concerns.

But the initial outlay on heavier-duty vehicles is formidable. Ironically, more cautious hauliers who have adopted a wait-and-see policy, staying with their existing 32.5-tonners, are at present in many cases able to undercut the rates charged by 38-tonner operators.

Because truck utilisation has been so low during the recession there are many 32.5-tonners



Operation at 38 tonnes calls for an articulated vehicle to have five axles, which can be disposed in either "2 plus 3" or "3 plus 2" formation



vehicles, bought in the past haulage boom years of 1978 and 1979, which in 1984 have many efficient reliable miles left in them.

Until they become due for replacement and their owners are forced into a decision on whether or not to "go 38 tonnes," competition will remain somewhat artificial. It is not surprising that the Road Haulage Association has greeted higher weight legislation with less than wholehearted enthusiasm.

Own-account concerns, that is manufacturers and traders running their own fleets, have in contrast welcomed the weight concession, with few reservations. For a given annual tonne-mileage fewer vehicle-loads are implied, so that they have been able in many instances to reduce the size of their fleets.

Higher-weight benefits are confined of course to those fleet users whose cargoes are heavy enough in relation to their volume for extra weight to be accommodated on vehicles of essentially the same dimensions as before.

Having made the decision to run artic at the higher weights now permitted by law, operators have also had to decide on the best vehicle configuration. The new legislation calls for a minimum of five axles on an artic combination used at gross weights above the old

32.5 tonne (four axle) maximum. An additional axle on either tractor or semi-trailer becomes mandatory.

Six-wheeled tractors designed for 38 tonne working are now available from nearly all heavy truck manufacturers. Some have two steering axles, others have two driven axles. Buyers are having to sort out the order of their priorities: cost, weight, directional stability, and traction on poor surfaces.

Paramount

Where absolute payload and initial cost are regarded as paramount considerations, the straightforward two-axled tractor coupled to a tri-axle semi-trailer is at first sight the most attractive solution. Since last May however the practicalities of 38-tonne artic operation under UK legislation have gradually emerged. And the economically attractive "2 plus 3" combination has shown itself to be vulnerable to individual axle overloading. The new laws allow 10.5 tonnes to be imposed on the road surface through the wheels of the driving axle.

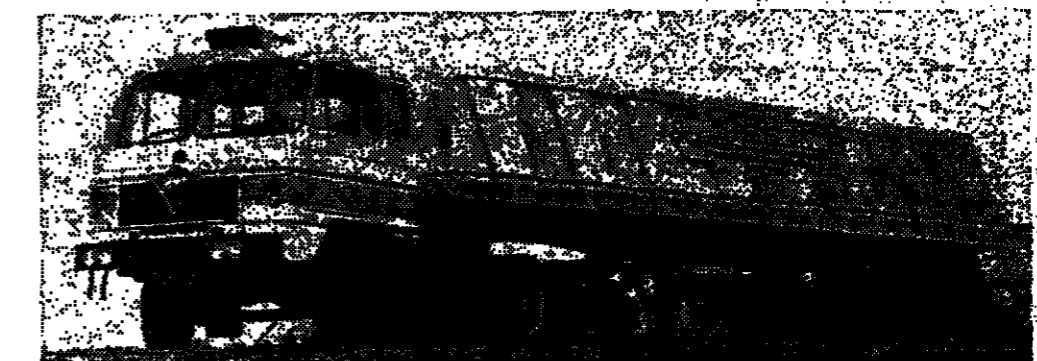
Fleet operators have found in practice that if payloads are biased forward—which they are inclined to be as crates or pallets are loaded from the front of the trailer rearwards—then there is a real risk of illegally overloading the drive axle of a 38 tonne "2 plus 3"

artic. Rearward load bias can similarly overload the tri-axle bogie beyond its legal capacity (22.5 tonnes in most cases) but this is less of a hazard.

In contrast, a "3 plus 2" combination, whose tractor has three axles, enjoys a much more uniform tolerance of forward-biased cargoes. For haulage companies carrying ISO or British Rail Freightliner containers the need for forward-biased load distribution tolerance is especially important.

All that is known about a container is its laden weight. Its centre of gravity could be close to one end rather than midway along its length. Container handlers are moving noticeably in favour of the "3 plus 2" configuration. Tight manoeuvring in dock areas or transport depots is proving a different kind of headache for 38 tonne "2 plus 3" users. Tyre scrub on their tri-axle trailer bogies as the tractors are effectively dragged sideways across tarmac or (worse still) concrete, is so pronounced that some tyres are having to be replaced after 10,000 miles or less.

A "3 plus 2" artic can carry half a tonne less payload than a "2 plus 3" outfit of comparable specification. But in practical and whole-life cost terms, the heavier (unladen) and slightly more complex machine is likely to find increasing favour.



This three-axle Foden can carry a payload of 45 tonnes. Hauliers have to balance the economic pros and cons of carrying bigger loads, taking into account factors such as the best axle configuration

Unlock it with Lex Contract Hire

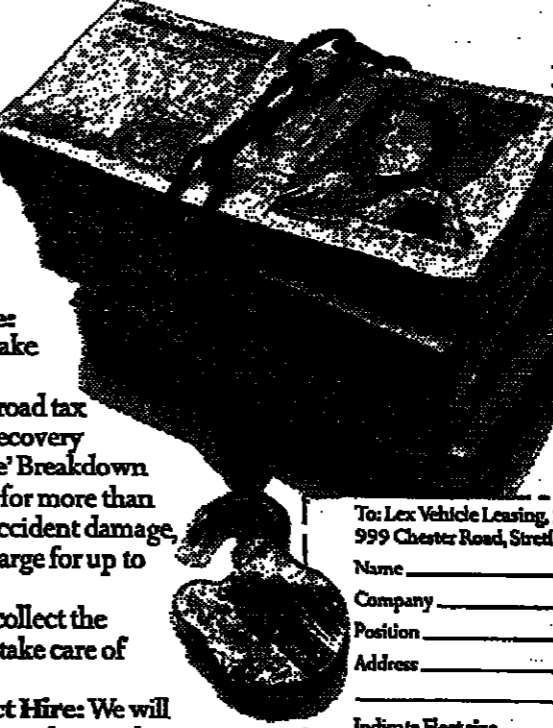
Release your fleet management funds: Taking advantage of Lex Contract Hire is the easiest way to improve your cash flow, making available money which could be invested more profitably elsewhere. Take a look at our most comprehensive package:

Full Service Contract Hire:

We will purchase and deliver any make or model, pay for all servicing, maintenance, replacement of tyres, road tax and provide full RAC Rescue and Recovery Membership plus the new 'At Home' Breakdown Service. If any vehicle is off the road for more than 24 hours for mechanical failure or accident damage, we provide a replacement free of charge for up to 28 days.

At the end of the contract we collect the vehicle, deliver its replacement and take care of disposal.

Non-Maintenance Contract Hire: We will use our buying power to organise the purchase and supply of your car and we take the risk on disposal when it is sold. You pay for maintenance but leave the responsibility for road tax to us.



Lex Sale and Lease Back:

You sell your fleet to us and we lease it back, releasing capital for more profitable investment. And budgeting couldn't be simpler than with Lex.

You'll pay in single monthly instalments fixed for the life of the contract.

So unlock your capital assets with Lex Contract Hire. Phone 01-992 8706 / 061-865 2441 or clip the coupon.

To: Lex Vehicle Leasing, 208 Western Avenue, Acton, London W3 6RW or 999 Chester Road, Stretford, Manchester M32 0RL. F.T.27/2/84

Name _____
Company _____
Position _____ Type of Business _____
Address _____
Tel No. _____

Indicate Fleet size _____
I am particularly interested in Lex Sale and Lease Back.



Lex Vehicle Leasing with over 20 years of experience of Contract Hire Leasing is now jointly owned by Lex Service PLC and Lombard North Central PLC.



Who's running your motor pool?

Is someone running your fleet as a sideline?

Does he do it with a thousand other things on his mind?

Has he got enough contacts to pull off the best deals?

At Hertz Leasing, we reckon that the motor trade is deep water for the non-professional.

We know, from years in the business, that we can hunt down cars quicker and cheaper than almost anyone else.

We carry a lot of clout with insurance companies.

And we take over all your servicing, repairs and accident headaches.

We pay your garage bills and do all the paperwork.

You simply pay us a monthly sum that we agree at the start of your contract.

It means your budget forecast won't be just wishful thinking next year.

Every penny will be accounted for. Every car will have its service history on

computer down to its last wheelnut.

Leave the breakdowns to the experts. And avoid having one of your own.

To: Hertz Leasing, Central Way, Feltham Trading Estate, Feltham, Middlesex TW14 0RX. Telephone: 01-751 6393.


Name

Title

Company

Tel:

Fleet Size



HERTZ LEASES AND RENTS FORDS AND OTHER FINE CARS

VEHICLE FLEET MANAGEMENT XVI

Lynton McLain examines the revolution taking place in tackling distribution problems

Search for new systems to keep down costs

THE INABILITY of management to halt the rapid rise in distribution costs and the urgent need to keep the price of goods down has sparked a revolution in the way companies choose to manage the distribution of their products.

This revolution, so far largely unheralded—partly because of an understandable reluctance on the part of the companies operating the new systems to reveal details to their competitors and partly because the ideas are so new—marks a further stage in the increasing specialisation of transport services.

Only those companies with the technical skills, especially in computer route planning and with the financial muscle and experience to implement large-scale schemes, have any hope of meeting the new needs of industry.

Some of the largest and most revolutionary of the new distribution schemes have come about through the inventiveness of the National Freight Consortium. The NFC is the former nationalised amalgam of various sluggish distribution companies. These were bought by the NFC management and half its 23,000 staff two years ago, in the first buy-out sale of its kind by the Government in selling a nationalised industry to the

	TOTAL DISTRIBUTION COSTS AS A PERCENTAGE OF SALES					
	Storage	Stock	Transp.	Admin.	Min.	Average
Paper, printing, publishing	3.6	5.6	4.0	4.3	6.9	27.5
Food, drink and tobacco	2.5	1.4	4.8	3.8	3.1	12.5
Mechanical engng.	2.5	1.6	2.9	4.1	5.5	14.4
Distributive trades	5.4	2.3	1.8	1.3	1.9	36.4
Chemicals and allied products	2.7	2.4	3.1	2.1	3.5	10.4
Electrical engng.	1.6	1.8	2.2	2.1	0.3	14.5
Overall	3.3	2.4	3.7	2.9	0.3	36.4

† A more complete definition of distribution suggests that distribution accounts for 17 per cent of industry's costs, according to the CPDM.

Source: Survey of Distribution Costs, 1983, Centre for Physical Distribution Management, British Institute of Management.

private sector. The management-staff buy-out scheme was the idea of the NFC and it is a similar quality of initiative that has led the consortium to take a lead in developing the newest type of distribution systems for industry. The NFC's interest in distribution goes back to its earliest days when it hired lorries and trucks to industry in the simplest form of "contract hire."

It is this concept that has been developed to a revolutionary degree by the British Road Services offshoot of the National Freight Consortium. The latest developments bear no resemblance to the earlier straightforward contract hire concept; instead they provide an all-embracing service for the industrial and commercial customer and take away from the customer all direct involvement with day-to-day transport and distribution. The National Freight Consortium and its predecessor organisations have been working gradually towards this all-

embracing concept for some time. Contract hire in its simplest form was developed to include the supply of a driver, with his wages paid for by the haulage company and included in the terms of the contract. Further developments of the theme gave the customer contract hire arrangements that included the regular maintenance of the vehicle or fleet of vehicles, and the provision of vehicle fleets in colour schemes to suit the customer.

This idea was taken a step further with the concept of "contract distribution," where companies such as BRS and Wincanton Vehicle Rentals took over the lorry fleets of customers seeking a way of improving their cash flow and putting running costs on a more regular basis without the capital costs usually involved in a fleet.

Buying-out

This contract distribution concept involved the specialist transport company buying-out the customer's transport fleet, replacing this haulage capacity with new lorries and charging the customer for the use of these vehicles, including the use of drivers, regular maintenance and servicing.

The customer pays the transport company one bill a month, to cover all the costs of running the haulage fleet, but with no commitment or liability for the capital costs involved. This frees his capital for use more directly in the manufacturing process, or the retailing business, and allows the customer to pay for his transport costs out of monthly revenue.

This broad concept of contract distribution has been developed and expanded rapidly by the National Freight Consortium in its new schemes, which it prefers to regard as "evolutionary" rather than "revolutionary."

Nevertheless, there are elements of the schemes that do justify the description "revolutionary," as is clear from the few details that NFC and its innovative customers have released.

What is known is that the National Freight Consortium, through one of its operating companies, and Whitbread, have joined forces to improve the distribution activities of the brewer across London and the Home Counties.

Greater efficiencies are expected from the venture, but new approaches are involved that have not been tried before, so far as is known, in attempts to improve the distribution of goods in Britain.

As the focus of the new venture, Whitbread and BRS Southern, part of the British Road Services operations of NFC, have formed a joint company called Bar Delivery Services. This is controlled on a 50/50 basis by BRS Southern and Whitbread (London), but the novelty is that Whitbread has not put up any money towards Bar Delivery Services.

Instead, the NFC, through BRS Southern, has put up all the capital for the development in what BRS claims is a "unique relationship" with Whitbread.

This capital commitment includes the development and building of two new "Whitbread distribution and business centres," at a cost of approximately £7m, all paid for by BRS Southern.

These new depots are at Kentish Town, north London and at Dunstable, Bedfordshire. The Dunstable centre opened on February 13 this year and included 42,000 sq ft of warehouse and distribution space and 10,000 sq ft for the "business centre."

The Kentish Town centre is expected to open on March 5 and will include 85,000 sq ft of warehouse distribution space and 15,000 sq ft for the business centre.

At the heart of these large-scale developments is a novel approach by NFC to combine investments in property and transport facilities.

Before the formation of Bar Delivery Services, Whitbread had seven distribution depots serving London and the South East area. The company wanted to modernise its distribution systems and BRS Southern won the contract with a five-year agreement to cover the entire London and South East area with two large-scale developments.

BRS Southern was in effect given a clean sheet of paper to



David Howse, transport manager of Christian Salvesen, which runs 450 commercials. The company's principal business is temperature-controlled distribution with half its fleet operated on contract and a third on general haulage in the UK.

produce the optimum transport and distribution system. The BRS Southern proposal for a joint company, with development of two enormous distribution and management centres for Whitbread, won the day.

The new scheme is not fully operational and NFC is cautious about saying too much about it, until it has been tried and tested in day-to-day operations.

Joint company

For Whitbread, the system provides management control of distribution through the joint company, Bar Delivery Services, and consolidation of this control with the running of the vehicle fleets, the staff and the supporting facilities.

The development has also saved Whitbread large-scale capital expenditure, freeing this capital for spending on other projects. Although it has not been disclosed, Whitbread is probably paying for the services distribution from revenue on a regular basis, as in other contract distribution schemes.

The formation of Bar Delivery Services as an autonomous operation for the distribution of

brewery products for public houses and off-licences will have the advantage of freeing the Whitbread management to get on with the job of running a brewing business.

Other large corporate names, such as Sainsbury, have also reached agreement with BRS for the development of other large distribution centres. Sainsbury has no distribution centre in the West Country and BRS Western has won a contract to build a large distribution centre and cold store at Yate, Somerset.

In most developments of contract distribution arrangements, the distribution specialists make extensive use of computers for planning the optimum site for new distribution centres and for route network planning. In the case of the Sainsbury contract, BRS Western selected the site and will supervise construction of the distribution centre.

The urgent need for more examples of radical ways of tackling distribution in the industrial and retail sectors is underlined by figures from the Centre for Physical Distribu-

tion Management in its 1983 survey of distribution costs.

In its broader definition of distribution, taking in storage, stock costs, transport, administration and all aspects of handling, the centre estimated that distribution costs British industry nearly £300m a year, or 17 per cent of the total cost of making and selling goods.

These figures are cause for concern in themselves, but the survey also found that there has been a steady trend for distribution costs to rise much faster than the general level of inflation.

The retail price index rose from 100 to 311 between 1970 and 1983. Over the same period, distribution costs rose from 100 to 335 for building costs of warehouses and depots, to 337 for labour in the distribution sector, to 346 for distribution equipment, and 403 for the transport costs involved in distribution.

In other words, some aspects of the costs of distribution have risen approximately 80 per cent higher than the general rise in retail prices.



Operations room of Wincanton Contracts in West London. Using the VDU screens, the operators have access to full details including service dates of the 3,000 cars in the fleet.

Introducing Delco Products.

Your newest partner in automotive systems design.

We're Delco Products and we design and manufacture a wide range of automotive systems and components. Systems that can provide you with the quality and flexibility you need for day-to-day and long-range running. And we're here in Europe now—ready and willing to put our technology, worldwide resources and seventy-three years of experience to work for you.

We make Engine Cooling Systems, Emission Control Systems, A wide range of motors custom engineered to meet your vehicle requirements. Ride and Suspension Systems. Electronic Level Control Systems including air-adjustable shock absorbers, electronic height sensors and electric air compressors. And Body Systems featuring a complete line of power systems for door locks, wipers, antennas and more.

Our advanced Computer Assisted Design (CAD) technologies and Delco's rigorous testing standards develop products that meet or surpass the most stringent European specifications. The result is a system which is virtually tailor-made to meet your needs with a level of quality and reliability you should demand.

And when you work with Delco Products, you get something more. Service. That includes the help of our European Design Engineers and worldwide manufacturing capability, including our newest plant in Cadiz, Spain, that assures you'll get the parts you need, when and where you need them.

We want to work with you on your next automotive design project. Call us—we're systems experts.

For more information, write or call: Delco Products Overseas Corporation, High Street North, Dunstable, Bedfordshire LU6 1BG, England (582-64264).

DO YOUR BOARD MEETINGS REVOLVE AROUND ONE SUBJECT?

AGENDA

1. Vehicle Depreciation and Increased Maintenance Costs.
2. Cash Flow and Short-Term Interest.
3. Capital Requirements.
4. Fuel and Administration Costs.
5. EEC and Government Legislation.
6. Drivers Wages.
7. Alternative Investment Opportunities.
8. Insurance Premiums.
9. Any Other Business.

Your company's distribution operation.

It used to be merely the bearer of your goods.

Now it's also the bearer of ill tidings. What began as an asset has gradually turned into a liability.

Isn't it only sensible, therefore, that a company with transport problems should hand them over to transport specialists?

After all, you'd hardly be setting a precedent.

Many companies have found that we not only take care of their loads but

also unburden them of a lot of responsibility.

Our work for Renault, for example, goes far beyond simply distributing their vehicle parts to 380 dealerships across the country.

The number of Renault dealers requiring vehicle parts is constantly changing in line with customer demand.

Hence we are involved in a great deal of route-planning.

The vehicles we use are also wholly maintained by us and are painted in the Renault livery.

Of course, the transport problems of companies are as different as the companies themselves.

If you want to know how we can solve the problems that fill your agenda just fill in the coupon.

I'd like more information.

Name

Company

Address

Position

Tel. No.

Richard Lovell, Group Sales & Marketing Director, British Road Services Ltd.
The Merton Centre, 45 St. Peters Street, Bedford MK40 2UB.

A member company of the employee-owned  National Freight Consortium p.l.c.



VEHICLE FLEET MANAGEMENT XVIII

UK COMMERCIAL VEHICLE REGISTRATIONS

	Light vans		Medium and heavy vans		Light 4 x 4 vehicles		Artics		Buses and coaches		Total	
	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982
BL												
Austin Rover (GB)	25,256	18,385			6,768	6,004					25,256	18,385
Land Rover											6,768	6,004
Freight Rover (GB)			14,209	9,617							14,209	9,617
Leyland Vehicles (GB)							7,476	6,062	1,801	1,844	9,277	7,906
Total BL	25,256	18,385	14,209	9,617	6,768	6,004	7,476	6,062	1,801	1,844	55,510	41,912
Citroen (F)	1	1									1	1
Daf (NL)							2,371	1,829	209	146	2,580	1,975
Daihatsu (J)	2,589	2,200			1,094	1,391					3,683	3,691
Datsun (J)	825	975	4,911	3,781	106						5,842	4,756
Erf (GB)							1,237	1,348			1,237	1,348
Fiat Auto (I)	2,701	2,294	915	12							3,616	2,306
Foden (GB)							602	522			602	522
Ford (GB)	22,352	21,873	41,723	43,723			10,601	10,153	188	248	74,884	75,997
Ford (IE)	4,243	4,674									4,243	4,674
Ford (ZA)								40			40	
Total Ford	26,595	26,547	41,723	47,216			10,601	10,193	188	248	86,546	84,206
General Motors												
Bedford (GB)	16,898	12,110	11,897	12,801			6,174	6,477	284	346	35,253	31,734
Bedford (J)			1,278	730	136	184					1,414	914
Opel (D)											146	146
GM others											5	5
Total General Motors	16,898	12,110	13,175	13,710	136	184	6,174	6,477	284	346	36,672	32,827
Hestair Dennis (GB)							509	432	153	178	662	610
Honda (J)	2,653	2,296									2,653	2,296
Hyundai (ROK)	1,151	517									1,151	517
Iveco												
Iveco (I)			211	119			2,259	1,387			2,470	1,786
Iveco (D)							332	563			332	563
Total Iveco			211	119			2,591	1,950			2,802	2,349
Karrier												
Dodge (GB)							4,393	4,405			4,393	4,405
Dodge (E)							57	49			57	49
Renault (F)							352	340			352	340
Total Karrier							4,802	4,795			4,802	4,795
Mazda (J)			2,900	1,878							2,900	1,878
MCW (GB)									415	214	415	214
Mercedes Benz (D)			5,117	4,328			4,886	3,650	1	1	10,004	7,979
Mitsubishi (J)			2,260	1,218	59						2,319	1,218
Peugeot/Talbot												
Talbot (GB)			81	2,029							81	2,029
Talbot (F)	813	850									813	850
Talbot (I)			3,146	73							3,146	73
Total Peugeot/Talbot	2,643	1,532	2,491	1,313							5,134	2,845
Total Peugeot/Talbot	3,456	2,382	5,698	3,413							8,280	5,797
FSO (Poland-Fiat) (PL)	663	454									663	454
Renault (F)	1,323	1,135	5,048	3,208							6,371	4,338
Scania (S)							1,871	1,499	42	5	1,913	1,504
Seddon Atkinson (GB)							1,538	1,718	13	13	1,551	1,731
Subaru (J)	1	505			1,737	1,682					1,738	1,537
Suzuki (J)	789	482			942	395					1,731	887
Toyota (J)			4,385	3,051	964	990					5,349	4,041
Vag-Man/VW (D)	442	672	8,716	9,030			832	807	7	29	9,997	10,538
Volvo												
Volvo (GB)							1,280	1,837	87	79	1,367	1,916
Volvo (S)							1,524	921	364	320	1,888	1,241
Volvo (E)							1,107	875			1,107	875
Total Volvo							3,911	3,633	451	399	4,362	3,832
Zastava (YU)	24		39	32							24	32
Others (GB)	111	1	75	43			66	187			147	230
Others (imported)												
Total British	64,617	52,268	87,928	68,202	6,768	6,004	34,111	33,270	2,928	3,119	178,252	162,964
Total imported	20,861	18,697	48,897	32,451	5,184	4,179	13,839	12,072	784	847	91,485	68,046
Grand total	85,478	71,065	136,825	100,653	11,952	10,183	47,950	45,342	3,712	3,766	269,737	231,010

Source: Society of Motor Manufacturers and Traders.

Manufacturers have found it pays to woo the person in the cab

Driver appeal boosts sales of heavy trucks

WHEN THE heavy goods vehicle driving licence was reintroduced in 1970, the status of the truck driver in Britain was given a boost. Qualifications invariably imply a salary premium: HGV drivers are no exception.

Through the 1970s, the demand for class 1 (articulated) HGV drivers in particular outstripped the supply in most parts of the country. Concerns engaged in road transport willingly paid generous salaries to drivers whose overall competence, responsibility and "ambassador" performance matched their legally-recognised status.

Trades union representation helped to strengthen the HGV-qualified driver's position. In obtaining better pay and conditions. For a person who spends 90 per cent of their working hours behind the wheel, the term "conditions" can be largely translated as "cab comfort and convenience."

Strangely, the Health and Safety at Work Act of 1974 does not cover the crews of vehicles operating on the public highway. The driver's working environment is not therefore subject to protective legislation in the same way as the conditions in a factory or on a building site for instance.

Sweden and Germany in the middle and late 1960s their advanced cab designs came as a revelation to British drivers, who until then had taken the "hand-built" look for granted. The imported trucks were quiet, they handled well with smooth suspension and precise low-effort steering, and the cab interiors were as well planned and as well finished in detail as a passenger car.

To the apparent surprise of domestic truck producers, driver appeal turned into significant overall market sales appeal. Owner-drivers led the way, but it was not long before fleets began to be influenced in their choice of chassis by drivers' preferences — even by their demands.

The scarcity of qualified drivers helped fuel the trend, as transport managers pondered to the whims of valued employees. An extra turn of the screw came during the period of government incomes control when companies sought alternative ways of attracting and holding staff.

Today's heavy vehicles, both British and foreign, embody standards of cab refinement which a British truck designer of 20 years ago would have thought unnecessarily luxurious.

Many driving controls are now power-assisted, notably brakes, steering and clutch. Gearshift effort remains high on heavy trucks with synchromesh gearboxes, though the champions of synchromesh are devoting a lot of research investment and time to reducing lever effort.

Meanwhile, constant-mesh gearboxes — calling for more driving skill but less strength in the left arm — remain in favour. Indeed, American-designed, constant-mesh boxes are a positive selling feature of all British heavy chassis.

As manufacturers strive to make trucks more fuel-efficient, development of drivelines which take gear changing decisions away from the driver is moving ahead swiftly. For optimum economy, engine rpm needs to be controlled within tight limits under given conditions of load and road speed.

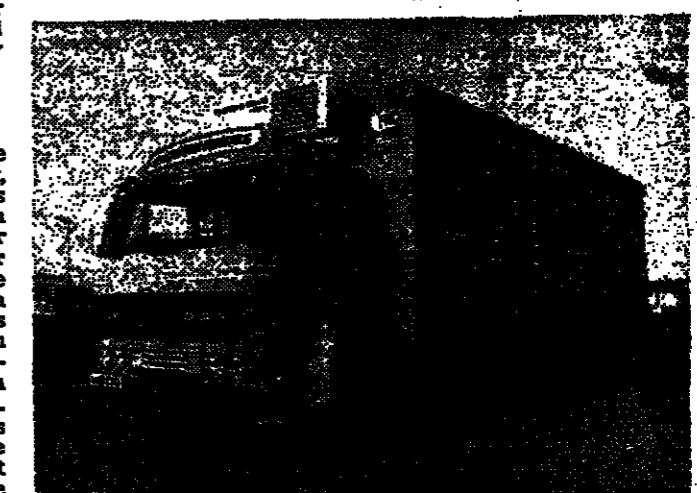
Electronic monitoring of speeds and engine loading can generate gearchanging "in-

structions" which can be turned into advisory audio-visual signals, telling the driver to change up or down. Alternatively, the information can form the input to a black box controlling a fully-powered gearshift mechanism.

This latter concept amounts almost to a fully-automatic transmission through the mechanical clutch could be retained. Programmed variable inputs will achieve optimum fuel economy under a range of gross weight, speed, gradient and traffic conditions.

From the driver's point of view, such developments will take skill as well as physical effort out of his job. Those whose transport industry connections go back several decades are likely to pour scorn on such developments, even though the new technology will undoubtedly make life significantly easier for the person in the cab — at the same time making it easier for newcomers to gain high driver qualifications, creating even more employment competition.

Alan Bunting



Manufacturers have put an increasing emphasis on drivers' comfort, particularly in cab design

Rules on noise

Noise emitted by trucks is only a legal concern as it affects bystanders. Noise reaching the driver's ears in the cab is not subject to legislative control. Neither is minimum steering wheel, gear lever or pedal effort, although there are EEC regulations governing steering wheel effort in the event of power-assistance failure, whose provisions could be adopted in the UK eventually.

Drivers nevertheless have been thoroughly cosseted in the past decade, as truck manufacturers have put increasing emphasis on the level of appointments in cabs as well as layout of controls and instrumentation.

When foreign-built heavy trucks were first imported from

Sleeper cabs

Suspension seats adjustable to suit the occupant's weight, for passengers as well as drivers, can now be found in some imported heavies. Sleeper cabs are often provided for drivers who never spend the night away from base; the extra space behind the seats is deemed a "perk" even though that space is likely to be occupied by not much more than tools, towropes and sandwiches.

Electrically-powered windows are becoming as commonplace in heavy trucks as in up-market cars. They are arguably more of a necessity, in view of the size and weight of the glass, and the facility of being able to open the kerbside window,

INVEST IN RYDER CONTRACT HIRE AND REAP THE BENEFITS.

Why waste capital on trucks when it costs less to run ours.

Ryder Contract Hire is one of the most efficient contract hire operations in the country. As such it can offer you all of the benefits, with none of the drawbacks.

Ryder flexibility covers contract hire and short term rental right across the UK using vehicles engineered to meet your needs exactly.

We leave you to manage your business while we manage your trucks. The Ryder package can include an advisory service, finance, engineering service, maintenance, administration, insurance, fuel, and drivers.

Ryder Contract Hire gives your management team more time to concentrate on pure distribution without any of the headaches of fleet management and all within a predetermined cost. Ryder financial planning programmes are tailor made to individual needs.

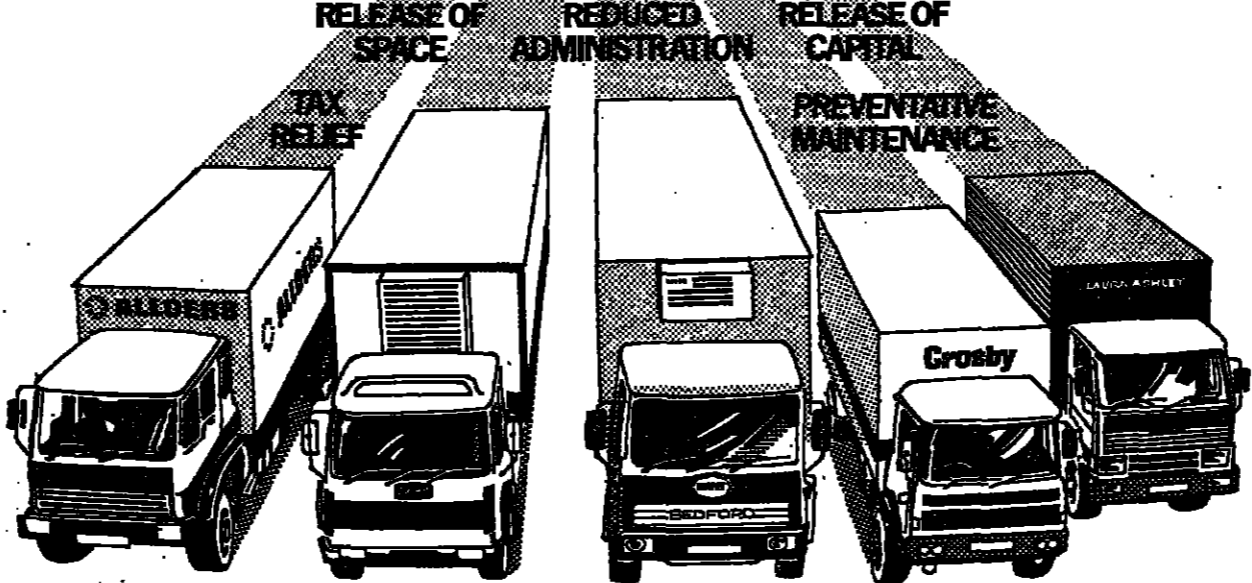
If you want to reduce your operational costs, free up space, improve the profit of your company or just give more time to your management team, then take a closer look at the benefits Ryder Contract Hire gives to you.



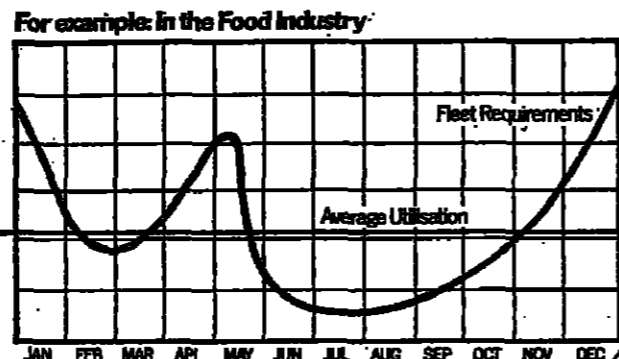
Benefits: Managerial and Administrative

Ryder Contract Hire helps your transport management by providing the right number of vehicles to meet normal delivery schedules. Peak demands can be covered by supplementing with the Ryder short term rental fleet at preferential rates. The saving can be enormous.

Local management teams provide a personalised service. Paperwork is simplified and the administrative chore removed. Maintenance schedules are planned to meet your requirements and ensure that DOE regulations are met.



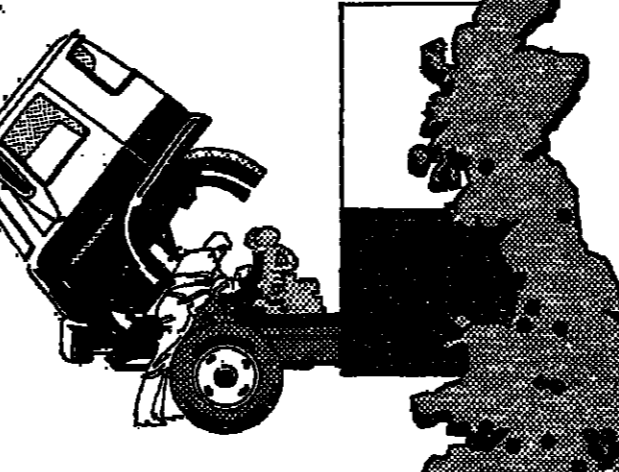
Every company has individual transport needs... Ryder Contract Hire meets them.



The Ryder engineering team works closely with the major vehicle manufacturers to keep you fully informed on new developments. Factory trained mechanics, operating from a network of sixteen regional centres, backed by a 24 hour emergency coverage, provide a service that lets you carry on delivering your goods. It's not surprising that Ryder Contract Hire carries some great company names: companies who reap the benefits by investing with Ryder.

Total Flexibility - Total Choice

Every company has its own individual needs. Ryder tries in more ways to satisfy them. For example we can provide drivers to relieve you of the 'Operators Licence' responsibility. Drivers who are fully trained, dependable and understand the needs of today's transport operations.



Ryder Drivers Ryder Fuel Ryder Insurance

You may seek the convenience and cost savings of our Fuel Stop programme. Our bulk purchase of fuel, available from Ryder locations nationwide, makes for better control, security and attention as well as financial savings.

Equally Ryder's own insurance programme is designed to serve the transport professional of today. Our management team guarantees instant damage assessment plus fast turn round of claims and replacements. Reduced administration means reduced costs and this is reflected in your monthly contract hire charge.

Ryder Contract Hire is an investment that will offer you a profitable return.

David Moore (Sales Director)
Ryder Truck Rental Ltd,
C.P. House, 97/107 Uxbridge Road, Ealing,
London W5 5TL
Telephone: 01-579 9251

Please send to me without obligation the free booklet 'Planning Contract Hire in Partnership'.

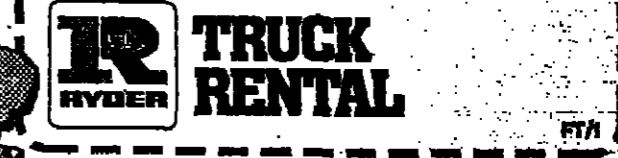
Name _____

Position _____

Company _____

Address _____

Tel. no. _____



VEHICLE FLEET MANAGEMENT XIX

Replacement programmes are falling behind for many companies. Hazel Duffy reports

Haulage operators feel the pinch

GEORGE WEBB HAULAGE, a family-owned company specialising in bulk haulage, is fairly typical of the road haulage industry. Set up over 40 years ago, it is managed by George Webb, son of the founder who operates a fleet of 14 30-tonne tipper trucks and two 85-tonne articulated tipper trucks.

Turnover of the haulage company is about £1m a year, which goes up to £1.4m when two other companies in the group—one specialising in the movement of loads in and out of ports and the other specialising in the movement of aggregates, broken brick and plant hire—are taken into account.

The company is also fairly typical of the industry in the problems that it is experiencing. George Webb, managing director, and Donald Coates, financial and commercial manager, are so concerned about the pressures that they feel are being exerted on the industry by the state of the economy and an unsympathetic government, that they have asked their local MP, Francis Pym, to take up their grievances with the Chancellor, and Mr Nicholas Ridley, Transport Secretary.

The main thrust of their argument is that responsible haulage operators are being squeezed out of the industry by the activities of "cowboy" operators—who, they allege, undercut rates but also cut corners on safety requirements—and the big increase in annual road fund licences for the past two years.

Their concern is shared by their trade association, the Road Haulage Association, which has been lobbying Government for some relief of the big increase in vehicle excise duty, and the Freight Transport Association. Garry Turvey, deputy director-general of the FTA, recently warned members to look closely at exactly what is being offered by some hauliers offering cheap rates.

Respond

Why, then, does George Webb feel the necessity to "go it alone?" Their reply is that they simply do not think that Government, particularly the Treasury, will respond until it is made more fully aware of the strength of opinion within the industry. This is being conveyed by the RHA.

Road haulage has always been an industry with a high rate of casualties. It is relatively easy to set up in the business — "too easy," argue Webb and Coates, who want to see stricter control of licensing in the industry. "There are not too difficult to evade other regulations, in spite of the efforts of the Department of Transport and the police to impose checks. There are vehicles on the road every day which should not be operating," claims Coates.

"Price is everything in a recession," he adds, "and quality of service has less value than it used to." Rates in the bulk haulage industry have



Bob Webb, managing director of G. Webb Haulage, with a 35-tonne tipper

stood still for the past three years and he quotes an average margin of 1.46 per cent for the industry.

"At these rates, it is impossible to replace vehicles out of profits. A typical four-axle tipper costs £40,000. On our turnover, that means we can replace half a vehicle a year when we should be replacing our fleet every five years."

Big investment

The company has invested heavily recently (£250,000) in two 35-tonners from Ford, and five Scammells, by resorting to bank loans. But the management is concerned that it will not be able to finance the next replacement phase when it falls due.

The rest of the fleet comprises six Volvos which are between three and five years old, one MAN (four years old), and two Deutz vehicles (seven years old) which it has been possible to keep on the road by using spares from earlier vehicles.

George Webb Haulage cannot afford to sit back and hope that help will come from some quarter or another. It is faced with the following alternatives: buying secondhand vehicles, cutting back on services which it has prided itself on carrying out for its customers in an all-inclusive haulage rate,

BASIC COSTS

Road Fund licence (rigid vehicle with four axles 30,000 kgs-30,490 kgs)	
March 1981	£1,233
March 1982	£1,543
October 1982	£1,620
March 1983	£1,990
Derv (per gallon)	
January 1981	1.062p
October 1983	1.314p
January 1984	1.40p

moving fuel and ash out of power stations. It is a contract that brings problems, such as the need to move 1,000 tonnes one day and nothing the next — and moving coal from CEGB power stations to stockpiles. This is one contract where some negotiation on rates has been possible, but the level of business is influenced inevitably by the demands on the CEGB for electricity, which has been affected by the recession.

Diversify

Other products hauled by George Webb include brick and hardcore for local authorities' road maintenance programmes, salt and grain and sugar beet in the summer.

It is seeking to diversify—for instance, into heavy haulage, warehousing, even tyre remoulding. If it is successful it will be typifying the adaptability of an industry which must respond quickly to changes in the market.

The small, independent road haulage companies are the backbone of the industry. The problems they face are similar to those faced by small companies in any industry, except that they feel they have been subjected to unwarranted cost increases, in an economic recession, which have compounded their problems.

The group office near Cambridge has been sold, and the company is in the process of moving to accommodate in a neighbouring village where the rates are very much lower and heating costs are lower.

The company's major customer is the Central Electricity Generating Board for which it is concerned mainly with

It caused a heck of a rumpus in '83!

Interleasing's Fleet Car Comparisons put vehicle operating costs under the microscope and compared the total operating costs of the popular fleet vehicles. Its reception was a revelation.

So much so that it quickly became the costing yardstick for fleet managers everywhere — as well as the most talked about reference in the fleet business.

And so, to cries of "What about the '84 edition?", here it is; more cars, more info.

And it's still free!

But hurry, there'll be an even bigger rumpus when stocks run out.

Clip the coupon...

Interleasing
Total fleet cost control
Interleasing (UK) Limited,
187 Broad Street, Birmingham B15 1ED
Telephone: 021-632-4222 Telex: 339466
Head Office: Manchester, Salford-10-71000



Please send me your '84 Fleet Car Comparisons by return

Name _____

Position _____

Company _____

Address _____

Fleet size _____ F72

BEDFORD MEANS TO SAVE YOU MONEY IN '84.

BEDFORD MEANS A NEW LOW-PRICE ASTRA VAN.



A new "Fleet" version of the hugely successful Astra van for just £3947*

You still get front-wheel-drive, front disc brakes, coil spring suspension all round and anti-roll bars front and rear — so it handles impeccably.

It's also cheap to run — on 2-star petrol with a new low compression 1.3 litre engine. And there's a 1.6 litre diesel option for only £400 extra. With 64 cu.ft. of space, easy access tailgate and tough vinyl seats, here's a van that can really take the rough with the smooth.

*Excluding VAT, number plates and delivery.

BEDFORD MEANS DIESEL SAVINGS WITH TL TURBOS.



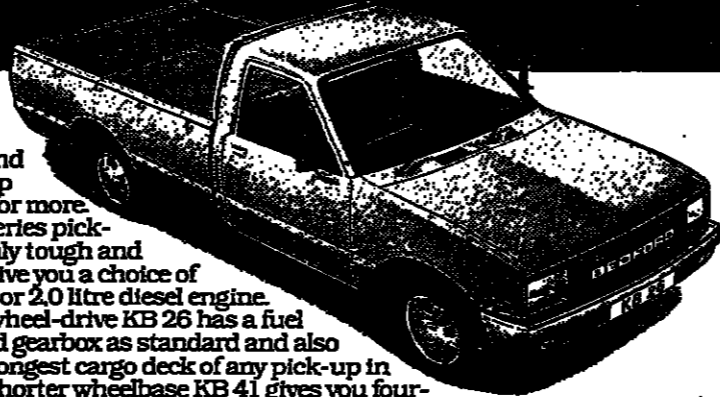
Bedford's experience in turbo diesels from 3.6 litres upwards offers two very big advantages to the middle-weight truck operator.

An increase in power and torque of about a third over the naturally aspirated engines means you can utilise payload potential to the full. And, just as important, the savings in derv are also substantial.

So isn't it time you had a hard look at the TL Turbos?

TL middleweights with economical 87 bhp to 175 bhp turbos.

BEDFORD MEANS MORE PICK-UP FOR YOUR MONEY.



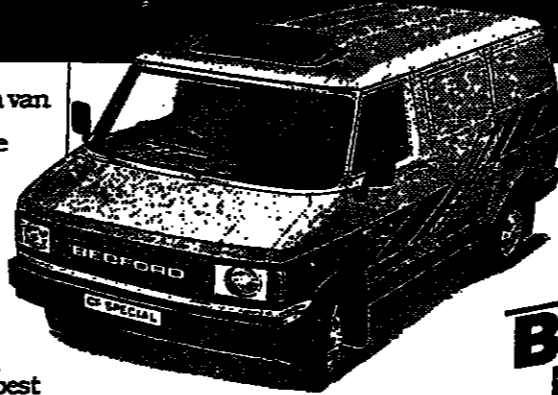
You can give them a hammering and they'll still keep coming back for more.

The KB Series pickups are not only tough and reliable, they give you a choice of 1.6 litre petrol or 2.0 litre diesel engine.

The two-wheel-drive KB 26 has a fuel saving 5-speed gearbox as standard and also gives you the longest cargo deck of any pickup in its class. The shorter wheelbase KB 41 gives you four-wheel-drive with high or low ratios and two-wheel-drive for road use. Both models come with a roomy, 3-seater cab. So, in town or on site, the KBs are highly practical performers.

KB pick-ups for on/off road use.

BEDFORD MEANS A SPECIALLY EQUIPPED CF AT THE PRICE OF AN ORDINARY VAN.



Here's a very special 1-ton van at a very special price.

Just £5 260* buys you the Bedford CF 250 Special with silver and grey paint job, special cloth trim, radio/cassette player, halogen headlamps, sun roof, twin passenger seat and twelve other significant refinements. Plus special leasing facilities and free second year warranty. An exceptional package that makes this the best equipped, best value CF ever.

*Excluding VAT, number plates and delivery.

Bedford CF Special gives you so much more.

BEDFORD MEANS HEAVIER DUTY TLMs AT MEDIUM DUTY PRICES.



TL 24 tonne 6-wheelers plus tractors up to 32 tonnes.

The muscle for this comes from our 8.2 litre 210 bhp Blue Series turbo. This engine, battle-proven in four-wheel-drive TM military trucks, is built for business.

BEDFORD MEANS RECORD BREAKING ECONOMY FROM TM WITH CUMMINS ENGINE.



Bedford and Cummins—the best heavy duty combination that delivers maximum loads, with maximum economy. You want proof?

A TM with Cummins LT10 power recently returned 7.75 mpg

on Commercial Motor's 1000 mile economy run and was even more impressive around their demanding Scottish test route—breaking all records for a 38 tonner. On test with Truck magazine, the same combination achieved a remarkable 7.84 mpg at 38 tonnes gross. For full details, see 'Commercial Motor', November 12 and 'Truck', November.

Still need convincing? For brochures about the vehicles that interest you, ring us now or anytime on 0272 294402. Or consult your Bedford dealer to demonstrate that, when Bedford build them, we do it with your balance sheet in mind.

Bedford TM—most economical 38 tonner.

BEDFORD MEANS BUSINESS

BEDFORD COMMERCIAL VEHICLES, RO. BOX 3, LUTON, BEDS. LU2 6SL

Hire-back deal for refuse trucks Profitable route helps the council

A FEW WEEKS ago, Three Rivers district council, near Watford, forged a deal with Transfleet Services, one of the UK's larger commercial vehicle contract hire and rental companies, which Transfleet hopes might just see a highly profitable trend.

For the council, Transfleet believes Three Rivers' action was the first by a local authority to divest itself of the capital cost, and the administrative, maintenance and disposal of running its own operational vehicle fleet.

Under the deal, Transfleet—jointly owned by Lex Services and Lombard North Central, the finance house—is buying Three Rivers' entire fleet of vehicles, then hiring them back to the council.

The vehicles include vans, tipping vehicles, tractors, specialised road cleaners, refuse freighters and gritting trucks. In addition to the existing 36 vehicles, Transfleet is also to buy 21 new vehicles. The entire package will cost Transfleet about £1m.

Costs cut

There is a profit margin built in for Transfleet on the contract, which is fixed at £850,000 over three years.

Even so, following an internal inquiry commissioned by the council and carried out by its own management services unit, Three Rivers council estimates that it will cut its annual costs by £100,000 over the life of the contract.

As part of the deal, Transfleet will lease the council's

maintenance depot at a commercial rent. It will be used by Transfleet both for servicing the municipal vehicles and other hire vehicles. It will revert to the local authority at the end of the contract.

The responsibilities imposed on the contract hirer, but also the opportunities, in such an area of business are considerable. Transfleet has been required to provide guarantees obliging it to keep a serviceable fleet on the road 24 hours a day, 365 days a year. But if the Three Rivers contract were to set a precedent, in the way some authorities are "privatising" other sectors such as refuse collection, then the market which such specialist contract hirers could tap is clearly enormous.

Transfleet says it expects to retain "the majority" of existing employees at the depot, which will extend its service operations into areas such as the inspection and testing of taxis.

The spending on the Three Rivers contract is over and above Transfleet's further investment announcement this month of a further £1.8m to expand its truck rental fleet.

The investment covers the purchase of 86 new vehicles in the 7.5-38 tonne range, including refrigerated units.

Its managing director, Mr Hansch Paton, says there is firm evidence of the recession lifting. Over the past 12 months market demand for truck rentals had increased, "and we expect this growth will accelerate."

John Griffiths

VEHICLE FLEET MANAGEMENT XX

John Griffiths looks at the latest advances

Quiet progress by electric vehicles



Top: The Bedford CF carries a 1-tonne urban delivery payload. Centre: The rear-mounted electric motor is coupled to a conventional but rearward-facing axle via a short propshaft. Bottom: The entire control gear and ancillary electrical equipment is mounted in the van's "engine" compartment at the front

AFTER MANY false dawns, has the day arrived when fleet operators need to at least start examining the electric vehicle as a viable option?

The flurry of activity to publicise new vehicles by two of the UK's major manufacturers at the start of this year, suggests that the answer should be a cautious "yes."

At the outset it must be said that the electric car as a fleet vehicle is as far away as ever (Mr Clive Sinclair's plans to produce a passenger EV are very much based around an ultra-lightweight "commuter car" which could not be expected to fulfill a fleet/business role).

It is the light and medium commercial vehicle, in the form of the panel van and truck, which has at last moved from the experimental prototype stage into commercial production.

Bedford, General Motors' UK commercial vehicles arm, and Freight-Rover, BL's van-making subsidiary, in January both moved into production on normal assembly lines, of electric versions of their conventional petrol and diesel-powered vans. Bedford launched a one-tonne payload version of its CF model; Freight Rover a similar, electric-powered Sherpa.

Karrier Motors, maker of the Dodge truck range, has been in limited production for some time with a six to nine tonne electric truck based on its Dodge 50 model; and Leyland Vehicles has also produced a small number of Terrier trucks of 7.5 tonnes gross.

Optimism

Part of the reason for his optimism is that the vehicles now coming off the lines at Luton are far removed from the "milk float" image traditionally associated with electric vehicles. The CF, like the Sherpa, can cruise at up to 50 miles per hour and accelerate like a normal van, making it in the EV industry's jargon—"fully traffic compatible."

There are other immediately apparent advantages: the vehicles are much quieter than normal vans and vibration-free; they do not use fuel at standstill; require no extra duty to be paid; and in the absence of vibration and other combustion engine-induced harshness, should cost less to maintain and last longer.

Even so, none of the manufacturers could be described as jumping into EVs with both feet.

Bedford plans to sell about 300 vans this year; Freight Rover and Leyland Vehicles are likely to make about 100 Sherpas and Terriers (mostly Sherpas), while Karrier is producing rather fewer than 20 Dodge 50 electrics a month.

Nevertheless, Bedford says it has forward sold about 175, with similar proportions from Freight Rover.

Though there are immediately apparent advantages, equally apparent is a seemingly even bigger disadvantage—the cost. An electric Bedford CF, complete with batteries and charger costs £2,750. And if it were not for financial help from the Department of Trade and Industry, the price would be very close to £14,000. The DTI is currently aiding the fledgling sector with a "market entry" support package equivalent to a £4,000 subsidy on each vehicle.

The diesel and petrol versions

of the CF cost £5,630 and £4,820 respectively.

However, Bedford points out, it is not that simple: the batteries have a projected four-year life, so they should be regarded as a fuel cost in the same manner as petrol or diesel. So, leaving aside the batteries and charger, the vehicle's price comes down to £5,485. Even then, various battery leasing schemes have been devised by Lucas and Chloride to get round the extra capital cost.

Viewed from this standpoint, say the manufacturers, the electric models are capable of offering whole-life costs equal to, or perhaps slightly less than, conventional vans; based even on a six-year life and 65,000-70,000 miles. Using cheap overnight electricity for charging, Bedford says, direct fuel cost for the electric vehicle, at current prices, is about 1.9p a mile, against 8p-10p for diesel or petrol variants.

Inevitably, the balance could swing sharply in the EV's favour in the event of an unexpected sharp increase in the oil price.

The 40kw/hour Lucas motor in the Bedford CF runs on 36 6-volt batteries connected in series to give a 216 volt 138 A/h system. The batteries, fitted into a plastic-coated steel pannier which has quick-release pins, can be recharged in 8-10 hours. A 12 volt auxiliary battery powers the vehicle's normal electrical equipment to conserve the power available for driving.

All the vehicles use "state of the art" lead acid batteries. Improvements to cell design have produced an increase of about 30 per cent in energy density—the amount of power a given battery can retain—over the past three or four years.

Competitive

Together with Lucas and Chloride who through a joint company—Lucas Chloride EV Systems—provide the vehicles' drive systems, these companies argue that there are circumstances now in which the electric commercial van has become competitive with its internal combustion-engined counterparts.

The circumstances are these: if a commercial vehicle is used on a regular basis for no more than 50 miles a day, returns as a matter of routine to its base each night and has payloads of the size mentioned above, then electric power is a viable option. The most obvious

application is urban delivery work, involving a lot of stop-start motoring.

At the launch of Bedford's model, the company's marketing director, Mr Des Savage, said he was sufficiently optimistic about the electric van's prospects to forecast a market of 4,000 a year in five years' time, rising to 10,000 a year thereafter. That would be approaching 10 per cent of last year's medium van market which was 116,000 vehicles.

Benefits

The experience to date of Southern Electricity, which started its evaluation programme in 1977, does, however, provide some pointers to what commercial users might expect. Southern Electricity has a fleet of 53 EVs—soon to be 73—with an annual mileage approaching 1m. Over the period, it says it has benefited from:

Direct fuel costs cut by 80 per cent; repair and maintenance by 26 per cent; no extra duty; the exemption of EVs from the MOT test; no operator's licence being required; and life expectancy it now predicts at 35-40 per cent longer than a diesel equivalent. It has found utilisations (availability for work), at least as good as with conventional vehicles.

Among the less obvious benefits, it suggests, are fewer accidents arising from less-fatigued drivers because of the absence of vibration.

Ironically, the fact that the vehicles are so quiet, while being good for health and the environment, has produced a new safety hazard: many pedestrians seem to rely so much on their ears as their eyes to become aware of approaching traffic, so Southern Electricity has fitted warning beepers and lights.

The extent to which the vehicles will continue to need the DTI's market entry subsidy is strictly a function of acceptability in the marketplace. If Mr Savage's forecasts are correct and the UK market climbs towards the 4,000 a year mark at the rate expected, the need for the subsidy should disappear by 1987.

Prototypes

However, the elusive "super battery" which holds out the hope of multiplying performance by a factor of three or more, remains some years from commercial production. Chloride is working on such a battery using a sodium/sulphur combination; Lucas is using nickel/iron. But it will be five years at least before these are likely to appear in vehicles, and battery makers have been saying such batteries are "five

years away" for nearly a decade.

While this year marks the first of any significant commercial production of electric vehicles—for which the UK industry can legitimately claim a world first—that is not to say that the vans now being marketed are not well tried. All the manufacturers have had various prototypes running around for some years. Bedford, for example, built nearly 100 pre-production vehicles which have undergone trials by users totalling 1m miles.

Among the longest-standing and biggest users are public utilities, not least electricity boards, which also have a vested interest—as fuel sellers—in seeing the market take off.

Benefits

The experience to date of Southern Electricity, which started its evaluation programme in 1977, does, however, provide some pointers to what commercial users might expect. Southern Electricity has a fleet of 53 EVs—soon to be 73—with an annual mileage approaching 1m. Over the period, it says it has benefited from:

Direct fuel costs cut by 80 per cent; repair and maintenance by 26 per cent; no extra duty; the exemption of EVs from the MOT test; no operator's licence being required; and life expectancy it now predicts at 35-40 per cent longer than a diesel equivalent. It has found utilisations (availability for work), at least as good as with conventional vehicles.

Among the less obvious benefits, it suggests, are fewer accidents arising from less-fatigued drivers because of the absence of vibration.

Ironically, the fact that the vehicles are so quiet, while being good for health and the environment, has produced a new safety hazard: many pedestrians seem to rely so much on their ears as their eyes to become aware of approaching traffic, so Southern Electricity has fitted warning beepers and lights.

The extent to which the vehicles will continue to need the DTI's market entry subsidy is strictly a function of acceptability in the marketplace. If Mr Savage's forecasts are correct and the UK market climbs towards the 4,000 a year mark at the rate expected, the need for the subsidy should disappear by 1987.

Prototypes

However, the elusive "super battery" which holds out the hope of multiplying performance by a factor of three or more, remains some years from commercial production. Chloride is working on such a battery using a sodium/sulphur combination; Lucas is using nickel/iron. But it will be five years at least before these are likely to appear in vehicles, and battery makers have been saying such batteries are "five

years away" for nearly a decade.

While this year marks the first of any significant commercial production of electric vehicles—for which the UK industry can legitimately claim a world first—that is not to say that the vans now being marketed are not well tried. All the manufacturers have had various prototypes running around for some years. Bedford, for example, built nearly 100 pre-production vehicles which have undergone trials by users totalling 1m miles.

Among the longest-standing and biggest users are public utilities, not least electricity boards, which also have a vested interest—as fuel sellers—in seeing the market take off.

Benefits

The experience to date of Southern Electricity, which started its evaluation programme in 1977, does, however, provide some pointers to what commercial users might expect. Southern Electricity has a fleet of 53 EVs—soon to be 73—with an annual mileage approaching 1m. Over the period, it says it has benefited from:

Direct fuel costs cut by 80 per cent; repair and maintenance by 26 per cent; no extra duty; the exemption of EVs from the MOT test; no operator's licence being required; and life expectancy it now predicts at 35-40 per cent longer than a diesel equivalent. It has found utilisations (availability for work), at least as good as with conventional vehicles.

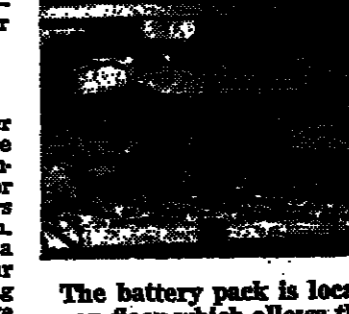
Among the less obvious benefits, it suggests, are fewer accidents arising from less-fatigued drivers because of the absence of vibration.

Ironically, the fact that the vehicles are so quiet, while being good for health and the environment, has produced a new safety hazard: many pedestrians seem to rely so much on their ears as their eyes to become aware of approaching traffic, so Southern Electricity has fitted warning beepers and lights.

The extent to which the vehicles will continue to need the DTI's market entry subsidy is strictly a function of acceptability in the marketplace. If Mr Savage's forecasts are correct and the UK market climbs towards the 4,000 a year mark at the rate expected, the need for the subsidy should disappear by 1987.

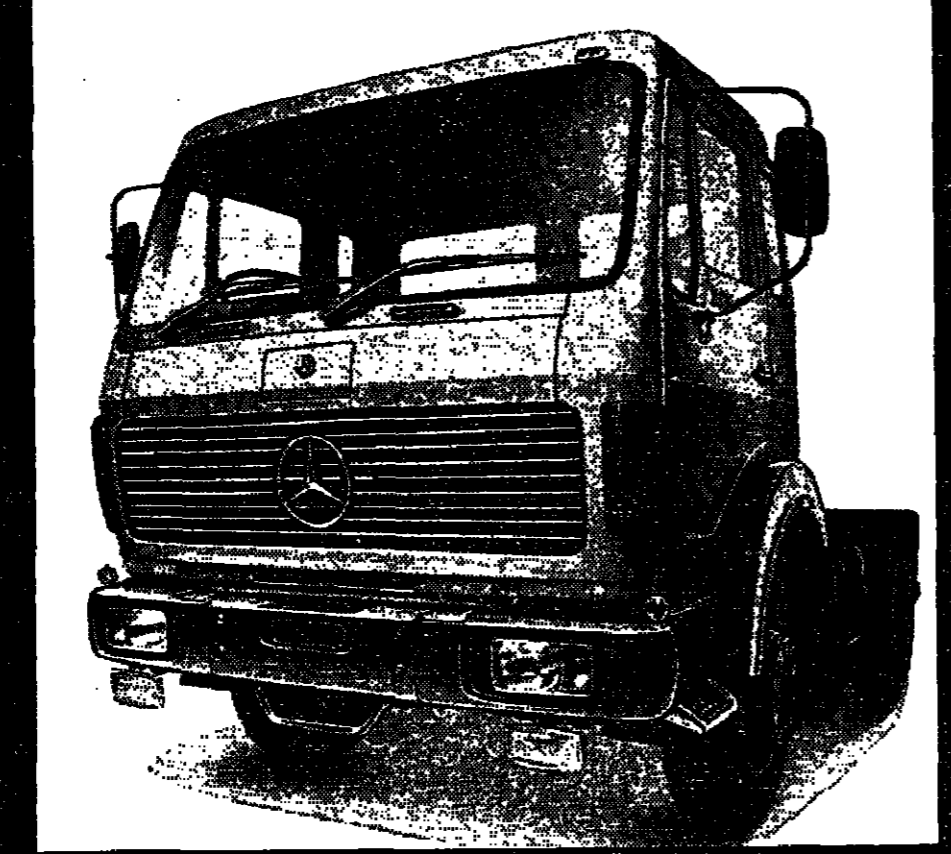
Prototypes

However, the elusive "super battery" which holds out the hope of multiplying performance by a factor of three or more, remains some years from commercial production. Chloride is working on such a battery using a sodium/sulphur combination; Lucas is using nickel/iron. But it will be five years at least before these are likely to appear in vehicles, and battery makers have been saying such batteries are "five



The battery pack is located in a pannier under the van floor which allows the CF's full load space to be utilised. Like the electric-powered Sherpa, the CF can cruise at up to 50 miles an hour like a normal van. The batteries have a projected four-year life

Can you account for the cost of every transport mile?



We can. Mercedes unique transport consultancy offers free advice on every aspect of your individual transport needs.

From years of experience we can provide up-to-date information, statistics and case histories to help you run a fleet more effectively and therefore more profitably. We'll even work out the exact specification of truck to suit the job. When to buy, what to buy, and how to get the best from it.

And because we're in the business of transport and not just trucks we can actually tell you how much your truck is costing you

every single mile of its working life. So when you invest in a Mercedes you do so in the knowledge that there isn't a better truck for the job.

Mercedes trucks are famous for low operating costs, low fuel consumption and less down time and they're backed by the most complete service systems a truck manufacturer could offer.

Can you afford to pay the price of any other truck?



Meticulous engineering doesn't cost you. It pays you.